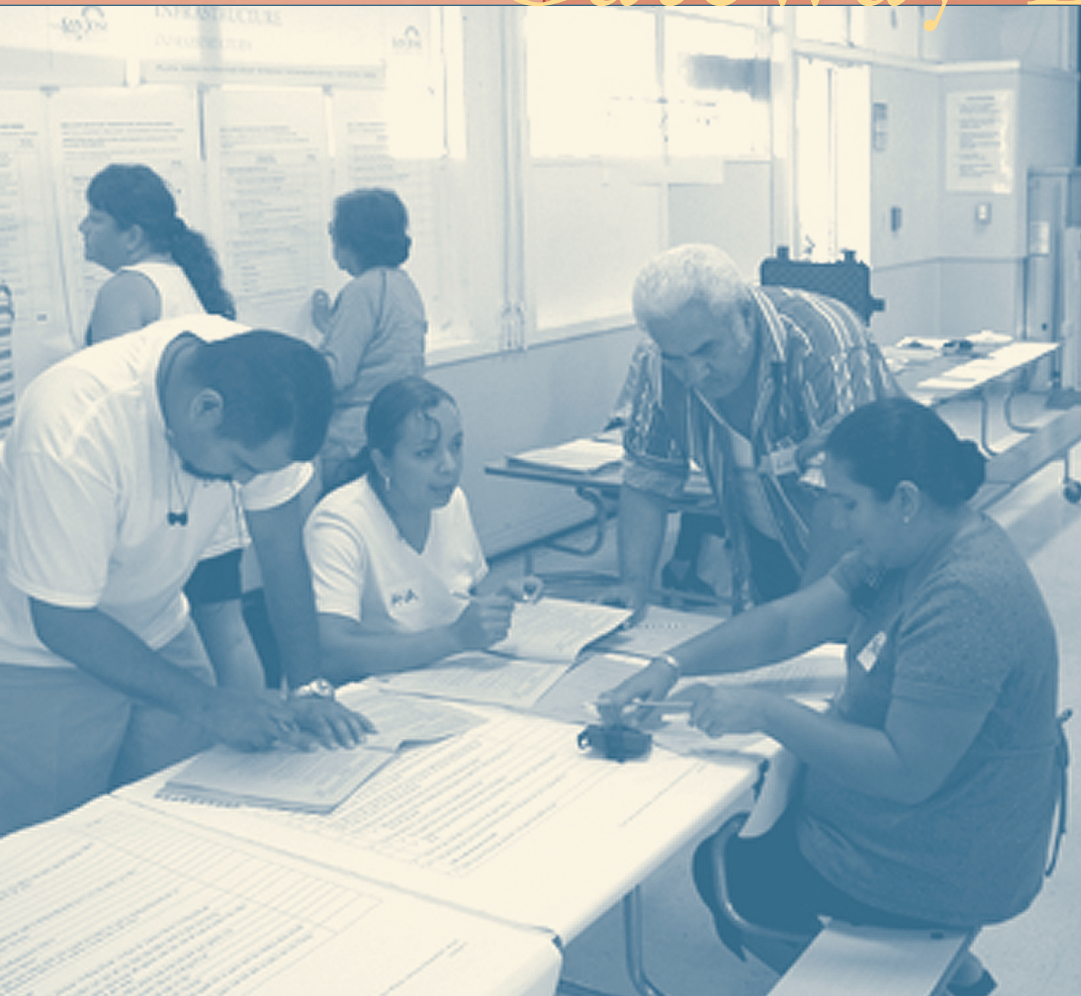


JUNE 2003

neighborhood improvement plan

# Gateway East



STRONG NEIGHBORHOODS INITIATIVE



# Gateway East Neighborhood Improvement Plan

Approved by the San José City Council on June 3, 2003

City of San José

# Gateway East: Vision for the Future

EARLY IN THE PLANNING PROCESS, COMMUNITY WORKSHOP PARTICIPANTS AND NEIGHBORHOOD ADVISORY COMMITTEE MEMBERS FORMULATED A SHARED VISION FOR THE GATEWAY EAST COMMUNITY'S FUTURE. THE FOLLOWING PASSAGE DESCRIBES THEIR VISION FOR GATEWAY EAST.

Gateway East will be a vital, cohesive, ethnically diverse community composed of distinct, strong neighborhoods. Gateway East residents will know their neighbors and socialize with one another, look out for each other's children and homes, and work together to create a strong neighborhood. The area will continue to be a safe, desirable community in which families live, work, play, and learn. Strong neighborhood associations will help to provide leadership and guidance in the community. Gateway East residents are, and will continue to be, one of the community's most valuable resources. Residents will be involved in planning for the community's future and improving the community, and will be committed to education and cultural activities for children and adults in the area.

Neighborhood residents and property owners will possess a strong sense of pride in their community, and they will work together with City staff to keep the community clean and safe. Residents will participate in neighborhood beautification programs, such as tree and flower planting and clean-up days.

Residential areas will be attractive, appropriately scaled, clean, and well-maintained, with accessible sidewalks that encourage pedestrian circulation. Gateway East residents will continue to take pride in their community, and the area will be characterized by well-maintained homes and yards. The predominant housing style in Gateway East will be single-family homes. Because there will be affordable housing units available and families will be able to afford their own living units, the community will not experience overcrowding.

The well-maintained infrastructure systems will meet the basic needs of the community. Adequate street lighting throughout the community will help to create a welcoming, comfortable environment. Utilities will be buried throughout the community, and storm drains, water mains, gas lines, and sewer pipes will all operate efficiently.



The street environment in Gateway East will be pedestrian-oriented, with easily walkable streets. The community will include safe sidewalks and crosswalks, particularly adjacent to nearby schools and parks. Sidewalks will be clean and well-maintained, and will be accessible to all community residents and visitors. Traffic signals, stop signs, and traffic calming devices will create a safe street environment and allow for a smooth flow of traffic with minimal traffic congestion. The speed limit will be enforced throughout the neighborhood, helping to create a safe street environment for all modes of transportation. Many residents and visitors will make use of the efficient local public transportation system. Clearly posted and regularly enforced parking regulations will help to relieve street parking congestion and facilitate effective street sweeping.

Community residents will have convenient access to quality parks and recreation facilities. Plata Arroyo Park and Zolezzi Park will be clean and comfortable with shaded areas, additional lighting, and modern equipment to provide ample recreational opportunities for the community. A community garden will provide an amenity for families who live in the area, and also will help to beautify the community. Gateway East residents will enjoy access to the recreational facilities at the PAL Stadium, and community members will have a partnership with the PAL Board to help seek additional funding opportunities.

Accessible programs and services will be available to community residents, ranging from recreation programs for children to adult education and outreach. Public facilities will be available for neighborhood association meetings and for community activities and events.

Gateway East residents will coordinate with the school districts to help to provide additional after-school programs, in addition to expanded cultural and educational services in the schools. Parents will be closely involved with the schools to help improve educational facilities and services for community residents. School facilities will be adequately sized and staffed to serve the community.

Community members will enjoy safe, clean, and vital commercial areas, with diverse family oriented uses that provide for the needs of the residents. Neighbors will continue to have pride in the Gateway East community, and will work together on issues to achieve the community's goals. Residents, business owners, property owners, and the City will all contribute to the common goal of caring for Gateway East's people and resources.



# Executive Summary

The *Gateway East Neighborhood Improvement Plan* was developed as a partnership between residents, businesses, and the City of San José as part of the Strong Neighborhoods Initiative. Gateway East community members identified goals that would bring about positive changes and help the neighborhood achieve its vision:

- Goal A: Adequate infrastructure improvements;
- Goal B: Safe and efficient transportation, circulation, and parking;
- Goal C: A safe and secure environment;
- Goal D: Attractive and well-maintained residential environment;
- Goal E: Land use and economic development opportunities;
- Goal F: Neighborhood beautification;
- Goal G: Improved and strengthened parks, community facilities and services; and

Goal H: High quality schools and educational programs.



Improving parks and recreation facilities is a top priority for Gateway East community residents

These goals now form the foundation of an action plan that includes 115 specific actions for improving the neighborhood.

Through a series of community and Neighborhood Advisory Committee meetings, Gateway East residents prioritized these actions and

selected the following as top priorities to focus resources toward in the community:

## Top Ten Priority Actions:

1. Establish a neighborhood center to provide activities and programs for children and adults.
2. Assess the sanitary sewer system in the Gateway East community and complete the necessary improvements.
3. Assess and resolve any storm drain issues in the Gateway East community.
4. Improve the appearance of residential areas in Gateway East by publicizing the Housing Improvement Program for Strong Neighborhoods Initiative areas and providing assistance for residents to apply for grants and loans to complete home improvements and repairs.
5. Enhance the park and recreation facilities in the Gateway East community, including Plata Arroyo Park and Zolezzi Park, and improving community access to the PAL Stadium.
6. Develop a community garden on the vacant property adjacent to Highway 101, between Alum Rock Avenue and East San Antonio Street.
7. Assess identified street and intersection issues in the community, and complete improvements as needed.
8. Use findings from traffic calming studies to determine appropriate traffic calming measures for problematic areas in Gateway East. If traffic concerns cannot be addressed by basic measures, Level I and II traffic calming should be considered.
9. Complete beautification improvements on the major thoroughfares in the Gateway East community.
10. Enhance public lighting levels (including lights on private property that help illuminate public areas) as needed throughout the community.



Improving the community for children is a high priority for Gateway East residents

## Acknowledgements

*The following people are gratefully acknowledged for providing valuable assistance in the development of the Gateway East Neighborhood Improvement Plan.*

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***A special thank you to all Gateway East Strong Neighborhoods Initiative Area  
Community Workshop participants!***



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GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

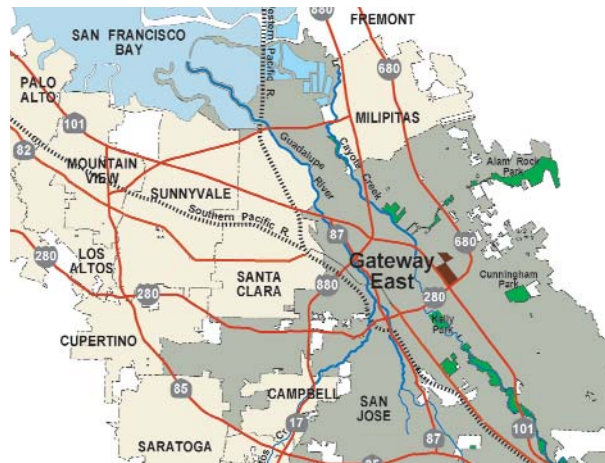
# Introduction

# Background

The Gateway East community is predominantly residential, home to people of diverse socioeconomic and cultural backgrounds. Community members value their neighbors, and are especially appreciative of residents who have been instrumental in making positive changes in the area.

The Gateway East community is situated on the east side of San José, immediately east of Highway 101 and north of Highway 280. The community is comprised of Mayfair West and Plata Arroyo, which are distinct neighborhoods. Mayfair West is bordered by Highway 101 to the west, King Road to the east, Alum Rock Avenue to the north, and Highway 280 to the south. Plata Arroyo is bordered by King Road to the west, Alum Rock Avenue to the South, and Lower Silver Creek to the east. The area includes single and multi-family residences, commercial areas, parks, a municipal golf course, and the PAL (Police Athletic League) Stadium. There are no schools located within the Gateway East Strong Neighborhoods Initiative area, but several schools are adjacent to the community and serve the Gateway East residents, including Anne Darling Elementary School and San Antonio Elementary School. In addition to these strengths, the diverse, yet united, community boasts a cohesive neighborhood with jobs, involved and active citizens, strong neighborhood organizations, and accessible transportation opportunities.

Though these strengths provide a positive foundation from which to build, significant challenges remain to be addressed in the Gateway East Community. Residents identified traffic congestion, code enforcement, overcrowding, upkeep of community facilities, and infrastructure improvements as areas to focus on for improvements.



Gateway East in relation to the greater Bay Area

In order to address neighborhood improvement goals, the City of San José, the San José Redevelopment Agency, and the Gateway East community joined in a strategic planning process that formulated a shared vision for the community. That vision serves as the foundation of this Plan, to direct and coordinate future planning decisions, guide physical changes in the community, identify and build upon existing strengths, and facilitate the development of needed community services.

This Plan documents specific types of community changes that participants expressed a strong interest in, or voiced consensus around. The improvement concepts and actions described in the Plan reflect the community's desired future. This Plan serves as Gateway East residents' framework of priority improvements for enhancing the neighborhood. Where funding is immediately available for improvements, City staff, community members and other potential partners can move quickly toward implementation. Unfortunately, many of the improvements suggested do not currently have funding available. Where this is the case, the Plan provides the direction for City staff and community organizations to focus their search for funds to make high-priority improvements for the community.

Several funding sources could be utilized to begin implementation of neighborhood improvements identified in this Plan. The Mayor and City Council have earmarked a minimum of \$120 million for Strong Neighborhoods Initiative projects citywide over the next five years. Community Development Block Grants (CDBG) and the City's Capital Improvement Program (CIP) are also traditional means of obtaining funding for neighborhood improvement. Other potential funding sources are identified for each of the improvement actions that make up the Strategic Action Plan; the sources are named in the Action Matrix located in the Strategic Action Plan section of this document.



# Planning Process

The planning process to develop the Gateway East Neighborhood Improvement Plan included many community meetings and many months of hard work by community members, City staff, and planning consultants. To guide the Improvement Plan's development, volunteers from the Gateway East community formed a Neighborhood Advisory Committee (NAC) to meet with City staff and consultants on a regular basis throughout the process.

The City intended for the planning process to facilitate community consensus around a shared vision for the future of the Gateway East area. The process led participants to develop implementation actions to successfully achieve that vision. The planning process, summarized below, was divided into the following five phases:

## **PHASE I:      Assessment of Existing Conditions & Vision Development**

To begin the process, stakeholders, including residents, business owners, property owners, and City staff, identified the challenges, assets, and opportunities facing the Gateway East community. This phase of the process set out to understand the current physical, economic, and social conditions in Gateway East and to use this information to shape a shared vision for the future of the neighborhood.

## **PHASE II:      Development of Alternatives, Actions, and Priorities**

The second phase of the process focused the efforts of the community on developing specific actions and alternatives to bring the community's vision to reality. This phase initiated the process of prioritizing the proposed actions and alternatives.



### PHASE III: Draft Improvement Strategies

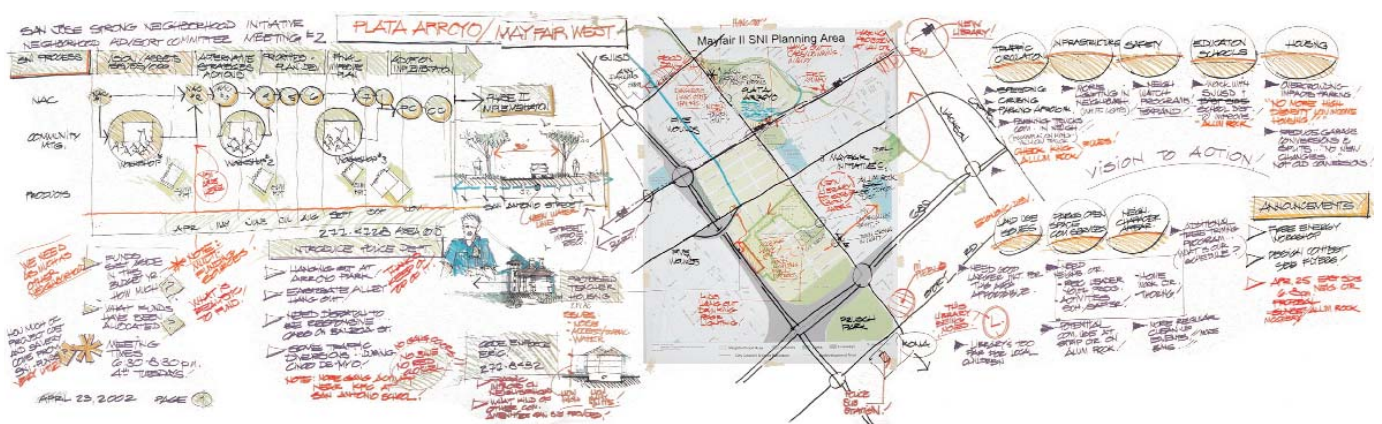
Several Neighborhood Advisory Committee meetings were held to continue review of the improvement strategies and begin to refine the initial plan concept.

### PHASE IV: Draft Plan

Based on community input provided during Neighborhood Advisory Committee meetings and workshops, improvement strategies were incorporated into a comprehensive Action Plan with top priorities identified. The Neighborhood Advisory Committee met several times to discuss the upcoming implementation planning process and to further refine improvement concepts in preparation for Plan adoption.

### PHASE V: Plan Process/Adoption

The final phase of the planning process consists of the Improvement Plan's review and adoption. A last Community Workshop and Neighborhood Advisory Committee meeting was held in April 2003 to finalize the Draft Improvement Plan before formal adoption. This finalized Plan was presented to the community-at-large through a widely advertised joint NAC meeting and Open House.



Wallgraphic from a Gateway East NAC meeting

Finally, the Plan was brought to the Planning Commission on May 28, 2003 and to the City Council on June 3, 2003 for approval and adoption.

Many community members participated in the neighborhood planning process – some attended the entire series of meetings. This large participant turnout is evidence of the strong community interest in shaping the future of Gateway East.

## Strong Neighborhoods Initiative

The success of this plan relies on a participatory process and on implementation of proposed community improvements. Both of these are part of a larger citywide goal: to listen to San José residents' ideas for neighborhood improvement, connect neighborhoods to resources, and respond to neighborhood priorities. This goal is an integral part of the Strong Neighborhoods Initiative, which was launched in July 2000.

The Strong Neighborhoods Initiative is a partnership between the City Council, the Mayor, San José residents, and business owners to strengthen the City's neighborhoods. This initiative aims to improve neighborhood conditions, enhance community safety, improve community services, and strengthen neighborhood associations. The Gateway East area is one of 20 planning areas in San José specified as a Strong Neighborhoods area.

The Strong Neighborhoods Initiative process is made up of two stages: planning and implementation. The planning stage includes the development of 20 neighborhood improvement plans and the formation of a Redevelopment Project Area. The implementation stage involves proactively carrying these neighborhood improvements (such as creating parks, improved community services, and other improvement projects) to fruition. The Initiative is funded through resources from the City of San José, the Redevelopment Agency, private investments, and public-private partnerships.

To guide the planning process, each Strong Neighborhoods Initiative area formed a Neighborhood Advisory Committee (NAC) made up of interested and active residents. The Gateway East NAC was made up of 12 members, representing the community as a whole. NAC members made a commitment to the project, met regularly to provide guidance to City staff and planning consultants,



acted as representatives for the Gateway East community, and helped develop the content of the Neighborhood Improvement Plan.



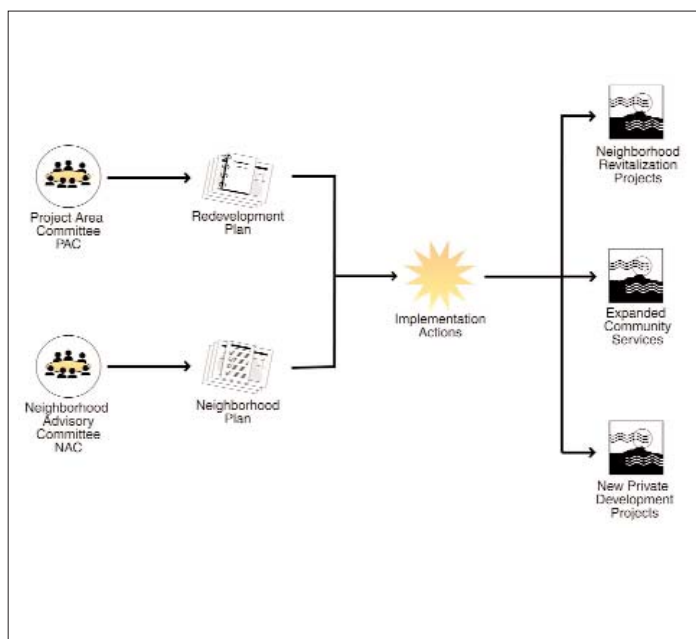
Members of the Gateway East NAC

## Redevelopment Process

In order to provide at least a portion of the funding required to implement Neighborhood Improvement Plans, a Redevelopment Project Area made up of all 20 Strong Neighborhoods Initiative neighborhoods was formed. This Redevelopment Project Area is necessary to leverage redevelopment funds into the neighborhood improvements.

A Project Area Committee (PAC) representing all 20 neighborhood areas was assembled to oversee the development of the Redevelopment Plan and make recommendations to the Mayor and City Council. The PAC, which is required by Redevelopment law, is a committee of 52 members made up of residents, property and business owners, and representatives from community organizations. Thirty-five members (consisting of thirteen home owners, seventeen tenants, and five business owners) were selected in at-large

mail-in elections in March and April of 2001. The remaining 17 members were appointed by the City Council from community organizations throughout the City. The City Council confirmed all 52 PAC members on June 12, 2001.



Strong Neighborhoods Initiative committee structure, process and products

GATEWAY EAST

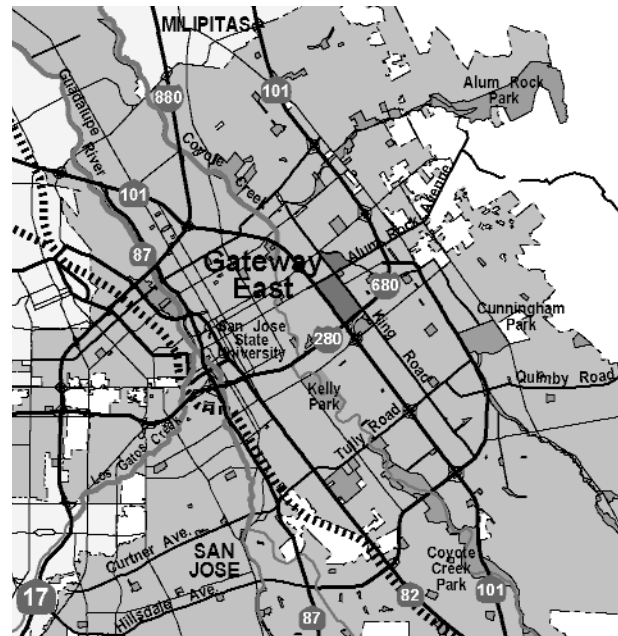
NEIGHBORHOOD  
IMPROVEMENT PLAN

# Neighborhood Profile

## Context<sup>1</sup>

The Gateway East community is situated on the eastern side of San José and forms one of many culturally and ethnically diverse neighborhoods found in the City. San José was the site of California's first civilian settlement (Pueblo de San José), founded in 1777. It is now the third largest city in California, and the eleventh largest in the country. The rate of population growth in San José is one of the fastest in the country, more than doubling between 1970 and 2000. As the city grows, so does its diversity. The size of the Hispanic and Asian populations have increased much more rapidly than the overall population, and the City is now home to many different ethnic groups.

Information technology and manufacturing have been central to San José's economy, where the median income is ranked third highest in the country. The city also boasts 300 sunny days per year, and the lowest crime rate of any city with a population over 250,000.



Gateway East location within San José

<sup>1</sup> 2000 U.S. Census.



## Gateway East Strong Neighborhoods Initiative Area

The Gateway East community is situated on the east side of San José, immediately east of Highway 101. The community is comprised of Mayfair West and Plata Arroyo, which are distinct neighborhoods. Mayfair West is bordered by Highway 101 to the west, King Road to the east, Alum Rock Avenue to the north, and Highway 280 to the south. Plata Arroyo is bordered by King Road to the west, Alum Rock Avenue to the South, and Silver Creek to the east. Gateway East is located within City Council District 5.

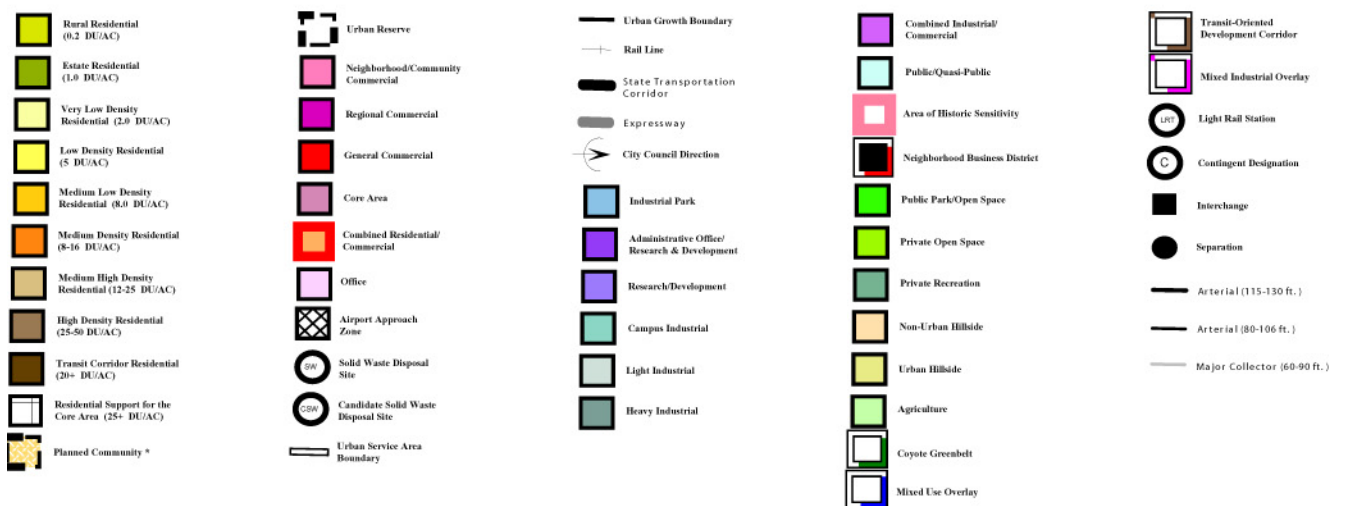
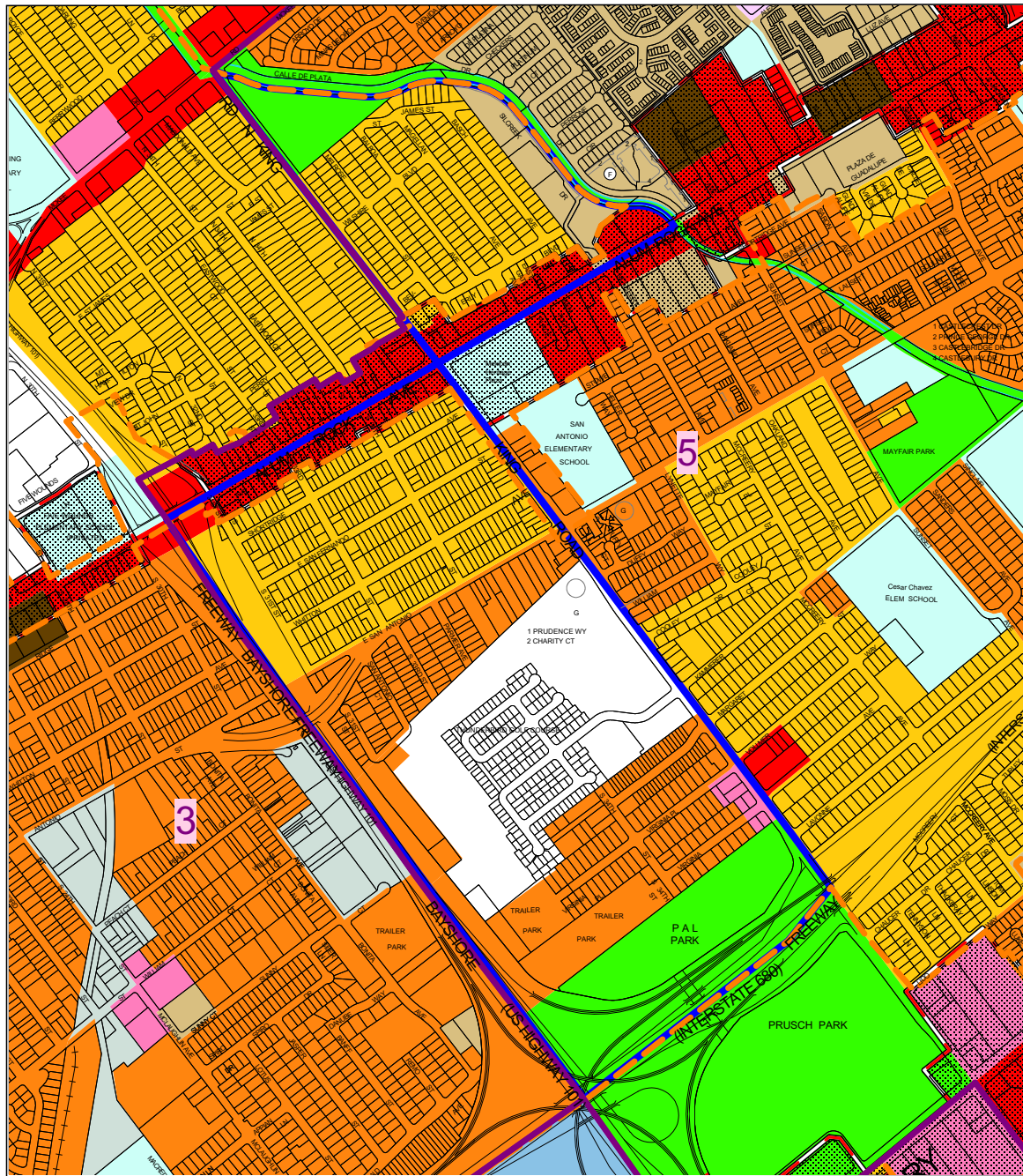
The area encompasses a wide range of single and multi-family homes, commercial areas, and community facilities including several parks and a public golf course. Most of the commercial uses are located along Alum Rock Avenue.

King Road is a central transportation corridor within the Gateway East area, providing a north-south thoroughfare through the neighborhood. Alum Rock Avenue is a main east-west corridor through Gateway East. East San Antonio Street is also an east-west corridor within the community. Highway 101, located directly west of Gateway East, is immediately accessible to the neighborhood via an interchange at Alum Rock Avenue. The General Plan, Zoning, and Existing Land Use Maps for Gateway East indicate the planned land uses, zoning designations, and existing land uses for the community, and are included in this plan.



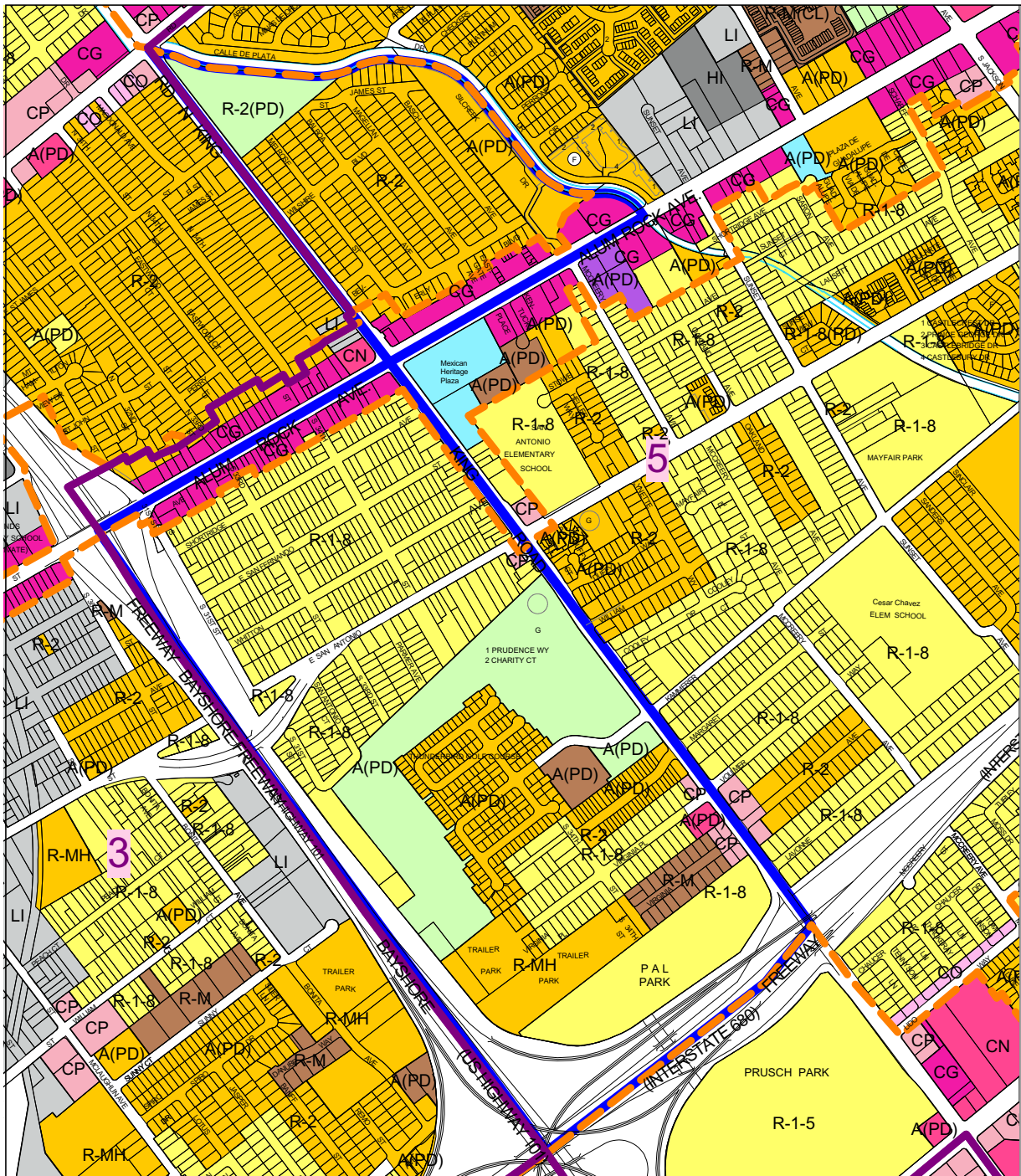
## FIGURE 1





**SAN JOSÉ 2020 GENERAL PLAN GATEWAY EAST SNI PLANNING AREA**

**FIGURE 2**



## Zoning Districts

OS.....Open Space  
A.....Agricultural  
R-1-8  
R-1-5  
R-1-2  
R-1-1  
R-2.....Two-Family Residential  
R-M.....Multi-Family Residential  
R-1-RR.....Rural Residential  
R-MH.....Mobilehome Residential

CO.....Commercial Office  
CP.....Commercial Pedestrian  
CN.....Commercial Neighborhood  
CG.....Commercial General  
IP.....Industrial Park  
LI.....Light Industrial  
HI.....Heavy Industrial  
(PD).....Planned Development  
(overlay district that is combined with one of the conventional zoning districts listed above, that allows any specifically approved use or uses)

## Zoning Labels (Sample)

A(PD).....Zoning District  
93050.....Zone Change File Number  
(e.g., PDC93-08-050)  
34.0 DU/A.....Approved Residential Density  
(dwelling units per acre)

## Map Legend

.....Zone District Boundary  
.....Historic District Boundary  
(work requires Planning permit)  
★.....Historic City Landmark  
(work requires Planning permit)

## GATEWAY EAST SNI PLANNING AREA ZONING

## FIGURE 3





- |                                      |                                |                                         |
|--------------------------------------|--------------------------------|-----------------------------------------|
| SNI Planning Boundary                | Multi-Family                   | Public/Quasi-Public                     |
| Retail                               | Public Park/Open Space         | Mixed Use (Residential/Retail/Office)   |
| Fourplex                             | Mobile Home                    | Parking Lot/Structure                   |
| Single Family Detached               | Vacant Lot                     | Light Industrial/Warehouse Distribution |
| Single Family with Detached 2nd Unit | Auto Related Uses (Industrial) | Auto Related Uses (Commercial)          |
| Single Family Attached               | Other (Road/Remnant Parcel)    |                                         |

**GATEWAY EAST SNI AREA EXISTING LAND USES**

**FIGURE 4**

## Demographics<sup>2</sup>

According to the 2000 census, the Gateway East community had a population of approximately 5,891. Also in 2000, the census recorded 1,462 households in Gateway East, with an average household size of 4.03 persons per household (ppH), which is considerably larger than the City's average of 3.2 ppH. The ppH figure has increased since 1990, when the ppH in Gateway East was 3.88. The Gateway East residents would like to work to reverse the effects of overcrowding in the future, and reduce the stress on the infrastructure, traffic systems, and public facilities and services throughout the community. The vacancy rate in 2000 was only .01 percent, lower than San José's 3 percent vacancy rate. 57 percent of housing units in Gateway East are owner-occupied, which is below the city-wide 62 percent owner-occupancy rate.



Gateway East is an ethnically diverse community. Persons of Hispanic or Latino origin comprised 63 percent of the population, in comparison to 30 percent for the City as a whole. The ethnic makeup of the Gateway East community changed during the 1990s, with the percentage of the Asian population increasing. The Asian population of Gateway East increased from 11 percent in 1990 to 22 percent in 2000. Persons of Hispanic origin declined slightly, from 66 percent of the population in 1990 to 63 percent in 2000.

At 28.7 years, the median age of the Gateway East population is somewhat younger than that of the City of San José as a whole, which is 32.6 years.

Of the Gateway East residents over 25 years of age, 19.8 percent hold high school diplomas, 16.6 percent hold an Associate's or Bachelor's degree, and 2.5 percent hold advanced degrees.



<sup>2</sup> 2000 U.S. Census

This is in contrast to the City as a whole with 20.6 percent holding high school diplomas, 26.3 percent holding an Associate's or Bachelor's degree, and 7.8 percent holding advanced degrees.

Of the Gateway East residents over 16 years of age, 56.4 percent were employed in 2000, compared to 66.9 percent for the City as a whole. The median household income in Gateway East was \$51,114 in 2000, compared to \$70,243 for the City of San José. 17.2 percent of households in Gateway East had an income below the poverty level in 1999, which is a much higher percentage than the City as a whole (8.8 percent).



## Assets and Challenges

Assets are the existing characteristics of a neighborhood that can be capitalized upon to contribute to the overall quality of life and desirability of the neighborhood. Repeatedly, community workshop participants and Neighborhood Advisory Committee members described the people of Gateway East as the community's strongest asset. Gateway East is a diverse community with strong neighborhood organizations that are working hard on community-based neighborhood improvement efforts.

The planning process also illuminated many challenges for the community to face and overcome. These challenges are obstacles that could impede Gateway East from realizing its vision for the future. As part of the Strong Neighborhoods Initiative process, the community has been working to develop solutions to overcome these challenges.

### Assets

#### THE GATEWAY EAST COMMUNITY

Throughout the planning process, community members have cited dedicated residents and strong community organizations as Gateway East's most important asset. Organized community groups contribute to planning and improvement efforts within the community, such as the Plata Arroyo Neighborhood Association, San Antonio Unidos Neighborhood Association, Los Suenos Homeowners Association, Virginia Avenue Property Owners, and the California Fairways Homeowners Association.

Residents in Gateway East are interested and involved in the well being of the neighborhood, as are the youth in



the neighborhood as evidenced by their involvement in community issues. Neighbors are especially appreciative of those who have worked hard to make positive changes in the area by keeping their homes and property well-maintained or by contributing to neighborhood improvement projects.

### LOCATION AND ACCESS

Set within the City of San José's bustling urban environment, the Gateway East community enjoys convenient transportation connections and access to nearby cultural, recreational, and educational opportunities. Residents enjoy close proximity to various employment centers and have easy access to area freeways. Gateway East residents are close to employment centers, as well as major commercial and retail destinations such as the Alum Rock corridor.

Currently, the Gateway East neighborhood is well served by public transit, mainly bus service that connects the area to other parts of the city. The neighborhood residents look forward to greater transit service in the future, as the Santa Clara Valley Transportation Authority (VTA), the county's transit service provider, will be extending the light rail line along Alum Rock Avenue with stops in close proximity to the neighborhood. There are proposed stops at the intersections of King Road and Alum Rock Avenue, at the intersection of Jackson Avenue and Alum Rock Avenue, and at the intersection of Sunset Road and Alum Rock Avenue. If implemented, these additions will enhance an already strong feature within the Gateway East neighborhood.

### RESIDENTIAL MIX AND NEIGHBORHOOD CHARACTER

The Gateway East community has a diverse mix of residential types and styles. Areas of well-kept, single-family detached homes fill and surround the neighborhood. There is also a variety of old and newer multi-family apartment buildings in the neighborhood. Many of the



VTA bus stop on King Road



Single family home in the Gateway East community

units in Gateway East are in good condition. However, several of the older apartment buildings and some single family homes remain in poor condition due to unresponsive or absentee landlords or property owners.

An historical asset in the Gateway East community is the air raid siren, which was used during the Cold War era. Neighborhood residents would like to preserve this unique feature of the community.

### COMMUNITY FACILITIES

There are several parks in the Gateway East area, which are major assets to the community. Plata Arroyo Park provides recreation fields, a tot lot, and picnic facilities for area residents. Additionally, Zolezzi Park also provides recreational facilities for children and adults in the community. The PAL Stadium also provides recreational opportunities for the region, with organized sports leagues for adults and children. Thunderbird Golf Course is also an amenity for the community. Emma Prusch Park, while not within the Gateway East Strong Neighborhoods Initiative area, is located directly south of the community and provides an excellent recreational and educational resource. The Villa Hermosa Senior Center, located within Mayfair West, provides meeting spaces for the community and services for seniors.

Additionally, several schools are located in close proximity to the community to serve Gateway East residents. Anne Darling Elementary School is located on McKee Road, and serves residents of the Plata Arroyo Neighborhood. San Antonio Elementary School is located on East San Antonio Street, and Cesar Chavez Elementary School and Mathson Middle School are located on Kammerer Avenue.

The Mexican Heritage Plaza is located adjacent to the Gateway East community, on the southeast corner of Alum Rock Avenue



Cold War era air raid siren in Gateway East



Mexican Heritage Plaza

and King Road. The Mexican Heritage Plaza/Centro Cultural de San José is in the heart of San José's oldest and largest Mexican-American community, and is a cultural center for programming and education. The Plaza serves as an amenity for the Gateway East community, as well as a regional resource.

### COMMERCIAL USES

Gateway East has a range of neighborhood-serving commercial uses located along Alum Rock Avenue. There are several strip shopping centers along Alum Rock Avenue, and also small office uses.

### EXISTING PROJECTS

Many improvement programs and projects are already funded and underway in Gateway East. These improvements serve as important symbols to the community, since they provide a starting point for comprehensive neighborhood improvements, and indicate the City's dedication to work in partnership with the community to ensure continued neighborhood improvements. Following is a list of existing projects underway in the general area, and a brief description of each one.

- New streetlights are proposed at the intersections of Magellan and St. James and Magellan and Beverly. The project is funded and substantial completion is expected by Spring 2003.
- The Santa Clara Valley Water District has a planned channel improvement project along Silver Creek.
- The Santa Clara Valley Water District will be constructing a flood control improvement project along Silver Creek in the Plata Arroyo Park area. They will be building a levy along the banks of Silver Creek, and this improvement will also include adding more picnic tables, additional landscaping, and turf repair. This project is funded and will begin in the near future.
- The playground renovation project at Plata Arroyo Park is funded by the Proposition P bond measure, and is funded and scheduled to go out to bid in May, 2003. The project is expected to be completed by November, 2003.
- The skateboard park at Plata Arroyo Park is planned and funded, and a design consultant is contracted. Completion is expected by November, 2004.
- An indoor gym/boxing facility has been approved at the PAL Stadium, and is under construction.



Lower Silver Creek, bordering Plata Arroyo Park



The indoor gym/boxing facility is currently under construction at PAL

## Challenges

### TRANSPORTATION AND CIRCULATION

Transportation and circulation issues are a major concern for the Gateway East community. Residents are concerned about traffic volume and speed, and how it affects the pedestrian environment. Many parents are concerned about the safety of their children walking to school and to the parks in the community. The cause of many of the community's transportation and pedestrian safety concerns may be the large amount of cut-through traffic spilling onto neighborhood streets. Motorists seeking alternate routes sometimes use residential streets to bypass congested highways and major arterials, subjecting these neighborhood streets to high volumes of fast moving traffic

Community residents would also like to see intersection improvements at some of the major intersections in Gateway East, including the intersections of Eastgate Avenue and Alum Rock Avenue, Wilshire Avenue and King Road, East St. James Street and King Road, East San Antonio Avenue and King Road, and East San Fernando Avenue and King Road. Residents feel that intersection improvements are necessary to improve the circulation patterns in Gateway East.

### PEDESTRIAN ENVIRONMENT

In addition to traffic issues, residents have identified necessary sidewalk improvements to improve the pedestrian environment. Some streets or portions of streets in the community lack sidewalks. Additionally, some of the sidewalks in the community are cracked or raised, which may be a result of overgrown tree roots. Residents have also identified a desire to have time displays on pedestrian signals at the intersections on King Road, and have suggested stationing crossing guards at several of the intersections on King Road,



Intersection of King Road and East San Antonio Avenue

particularly at peak traffic hours. Additionally, crosswalks at some locations in the neighborhood would benefit from being improved or replaced. Community residents would also like to study the intersections of King Road and Wilshire Boulevard, and King Road and East St. James Street to assess the pedestrian access across King Road.

### **PARKING**

Parking congestion and illegal parking are central concerns for the community. The Gateway East area is experiencing overcrowding in many of the housing units, which leads to off-street parking shortages and other traffic impacts. With a shortage of parking spaces in apartment complexes, the overflow automobiles may park on adjacent streets. To solve this problem, some residents have turned their lawns into parking areas. While this does reduce the strain of on-street parking it is unsightly, and some residents feel that it contributes to neighborhood blight. Illegal garage conversions have also added to the parking congestion problem in the community.



Moreover, some people who are perhaps unable to afford maintenance of their automobiles, abandon them on the street. These abandoned cars exacerbate the on-street parking problem. Community residents have also stated that there are home businesses in the area that are often automobile-intensive, such as car sales or repair. These businesses, which are often illegal, further exacerbate the parking problem.

Another issue that contributes to the parking problem is that of commercial trucks parking on residential streets, blocking views and monopolizing available parking spaces. Community residents have also identified a problem with dump trucks parking on Alum Rock Avenue, utilizing parking spaces and blocking motorists' line of sight.

### **OVERCROWDING**

The entire Silicon Valley region has experienced a large population

growth in the last decade due to the economic success of the high-technology industry. This population boom increased the demand for housing, which in turn caused housing prices to skyrocket. The region's lack of affordable housing forced many lower-income families to double-up, in some cases with 12-16 people living in a 2-bedroom apartment or house in order to afford the rent. The average household size in the Gateway East community is 4.03 persons per household, compared with California's average of 2.87, and the national average of 2.59. Some Gateway East residents have converted their garages into living spaces to accommodate additional family members or friends. If these conversions were completed after February 2001, they are most likely illegal and should be reported to the Code Enforcement Division.

Gateway East residents report negative impacts to the community as a result of overcrowding and doubling-up in housing units. For example, overcrowding in Gateway East has resulted in an overburdening of public facilities, such as parks and schools, and public services. Additionally, Gateway East residents report traffic and parking congestion as a result of the overcrowding that has recently occurred.

## **INFRASTRUCTURE**

Community members of Gateway East have identified several infrastructure issues that require attention and maintenance in the area. Many of the infrastructure systems within Gateway East are old and in need of repair or replacement to meet the needs of the community. Community residents have sited gas leaks, water leaks, and sewer line back-ups as problems throughout the area. Infrastructure systems that require improvements include sewer lines, storm drainage, gas lines, and water lines. Community members would like to see an overall assessment of the sewer and storm drainage systems in the community.

## **LIGHTING**

Many parts of the Gateway East community are not well-lighted.



While in some instances, overgrown trees may obscure lighting, other areas lack lighting altogether.

#### **MAINTENANCE/CLEAN-UP**

The residents of Gateway East have identified several maintenance and clean-up issues that must be addressed in their neighborhood. These issues include inadequate street sweeping due to illegally parked cars, and unsightly appearances such as overgrown weeds and poorly maintained housing and property. There are many City programs already available to assist with neighborhood clean-up and to improve the appearance of residential properties. Community members would like to increase outreach and communication about existing programs in an effort to improve the appearance of the neighborhood.

#### **SAFETY AND SECURITY**

Safety and security are major concerns for the residents and property owners of Gateway East. While gang activity in the neighborhood has decreased, there is still fear among many residents of illegal drug sales. Community residents would like to see increased security, additional gang abatement activities, improved police and code enforcement, and physical enhancements such as lighting to increase safety in the neighborhood. Residents would also like businesses in and around the neighborhood to discourage youth activity on these properties. There are also concerns about possible illegal businesses in the neighborhood, which should be reported to Code Enforcement.

#### **NEIGHBORHOOD BEAUTIFICATION**

Residents feel that the overall appearance of the neighborhood detracts from its "quality of life" and livability. Many areas within the neighborhood are in need of landscaping enhancements, street trees, façade improvements, undergrounding of utilities, and reha-

bilitation of curbs, gutters, and sidewalks. The community would like to implement landscaping improvements such as landscaped boulevards, thematic signage, and decorative crosswalks. Community clean-up events are also needed to help improve the appearance of Gateway East, and to bring the community together. Community members would also like to see improvements to the appearance of Highway 101, including on and off ramps.

Residents are also concerned about the appearance of houses in the community. Many residents may not be aware of existing city programs that provide grants and low-interest loans to improve the condition of housing in Strong Neighborhoods Initiative Areas. Residents would like to encourage a better sense of individual involvement in the community, leading to better maintenance of property and a stronger sense of pride in residential upkeep.

#### **PROGRAMS AND COMMUNITY SERVICES**

Gateway East community members would like to have a range of programs and community services available to all neighborhood residents. While there are currently offerings in the neighborhood, the community has identified several areas that require improvements. Affordable, quality childcare, for example, is difficult to find. Residents also expressed a desire for additional activities for children, including outdoor activities and computer training services for children. Gateway East residents have expressed a need for mobile library services, and a mobile medical clinic to serve the community. A key issue for the Gateway East residents is the need to provide additional ESL services, and to provide support for existing services.

#### **SCHOOLS**

The school districts serving the Gateway East area are Alum Rock School District and San José Unified School District. Gateway East residents have identified many challenges associated with improving the quality of the educational programming and the grounds and





San Antonio Elementary School

facilities of the schools. An additional concern is the quality of education at public schools in the neighborhood. Gateway East residents would like to see more involvement on the part of parents and the community to improve the schools around the community, and improved parent-teacher coordination. While the City is has no jurisdiction over schools, parents and other community residents have discussed the possibility of becoming better organized to work with the School Districts in making improvements.

### COMMERCIAL LAND USES

Gateway East residents would like to encourage additional commercial and retail uses to locate in the area, as well as improve commercial areas in the neighborhood. For example, the commercial areas in the Alum Rock business district provide a valuable resource for the community, yet this area would benefit from façade improvements. In general, businesses in the area are eligible for the Redevelopment Agency's façade improvement and edge treatment programs. These programs should be more actively offered to local businesses, and could help address the design and revitalization issues of older commercial areas.

Community members would also like to ensure that the strip mall at the northeast corner of the intersection of King Road and Alum Rock Avenue contains family oriented, community serving uses. Gateway East residents would also like to see improvements to the appearance of the liquor store at East San Antonio Avenue and King Road.

It is important for the community to continue to attract new businesses that provide goods and services not currently offered in the

area, or those that complement the existing uses in order to maintain the viability of the commercial areas in Gateway East. Residents have specifically mentioned that the area could benefit from additional restaurants, a high-quality grocery store, and additional commercial areas and activities for families and children.

### **PARKS AND COMMUNITY FACILITIES**

The parks in Gateway East provide an excellent resource for residents and visitors, yet they are in need of enhancements to better serve the needs of the community. One of the main priorities of Gateway East residents is improving the existing facilities in the neighborhood, particularly at Plata Arroyo Park and Zolezzi Park. Additionally, residents would like to improve community access to the PAL Stadium, and have suggested forming a partnership with the PAL Board to help PAL gain additional funding and grants.



Plata Arroyo Park

GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Goals

# Goals

A set of goals serves as the overall framework for the Gateway East Neighborhood Improvement Plan. Early in the course of the planning process, community members identified a vision for the future of Gateway East. The goals and approaches presented below were extracted, in no particular order, from the community's own vision for the area. They provide the foundation from which more specific actions for neighborhood improvement are derived.

**GOAL A: Adequate infrastructure improvements**

*Approach* Maintain and complete public infrastructure improvements throughout Gateway East to ensure that infrastructure meets the needs of the community.

**GOAL B: Safe and efficient transportation, circulation, and parking**

*Approach* Provide safe and efficient pedestrian and vehicular circulation, public transportation, and parking systems in the Gateway East community.

**GOAL C: A safe and secure environment**

*Approach* Utilize physical improvements, such as street lighting, along with programmatic elements including increased police participation and crime prevention efforts in the community to maintain a safe and secure environment.

**GOAL D: Attractive and well-maintained residential environment**

*Approach* Revitalize, improve, and preserve the housing stock in the community.

**GOAL E: Land use and economic development opportunities**

*Approach* Encourage economic development and utilization of opportunity sites in the Gateway East community, and encourage neighborhood serving retail uses on appropriate sites.

**GOAL F: Neighborhood beautification**

*Approach* Create an attractive and well-maintained community, including streets and public spaces.

**GOAL G: Improved and strengthened parks, community facilities and services**

*Approach* Provide inclusive, well-maintained and accessible parks, community facilities and services to meet the needs of the community, serving all ages and ethnicities.

**GOAL H: High-quality schools and educational programs**

*Approach* Coordinate with school districts to improve and strengthen facilities, programs, and educational opportunities at schools serving the Gateway East community.

Together the actions, policies, and investments described in the Strategic Action Plan section of this document aim to achieve the broader goals and objectives outlined above. For example, a number of actions are identified to improve the pedestrian environment and calm traffic. Together, these address Gateway East's overall goal for creating a safe and efficient circulation system.



GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Improvement Plan Concepts

# Improvement Plan Concepts

During the Strong Neighborhoods Initiative process, community members and Neighborhood Advisory Committee members identified many ways to resolve neighborhood issues and create a more livable and attractive community. This chapter describes the major physical components and community programs that together make up the community's plan for achieving Gateway East's vision.



Improvement concepts are physical design or programmatic solutions used to address community problems and issues on a schematic level. In addition to these concepts, strategic actions are an integral part of the Plan. Strategic actions are the more specific methods of implementing community improvements. These are detailed in the Strategic Action Plan section of this document.

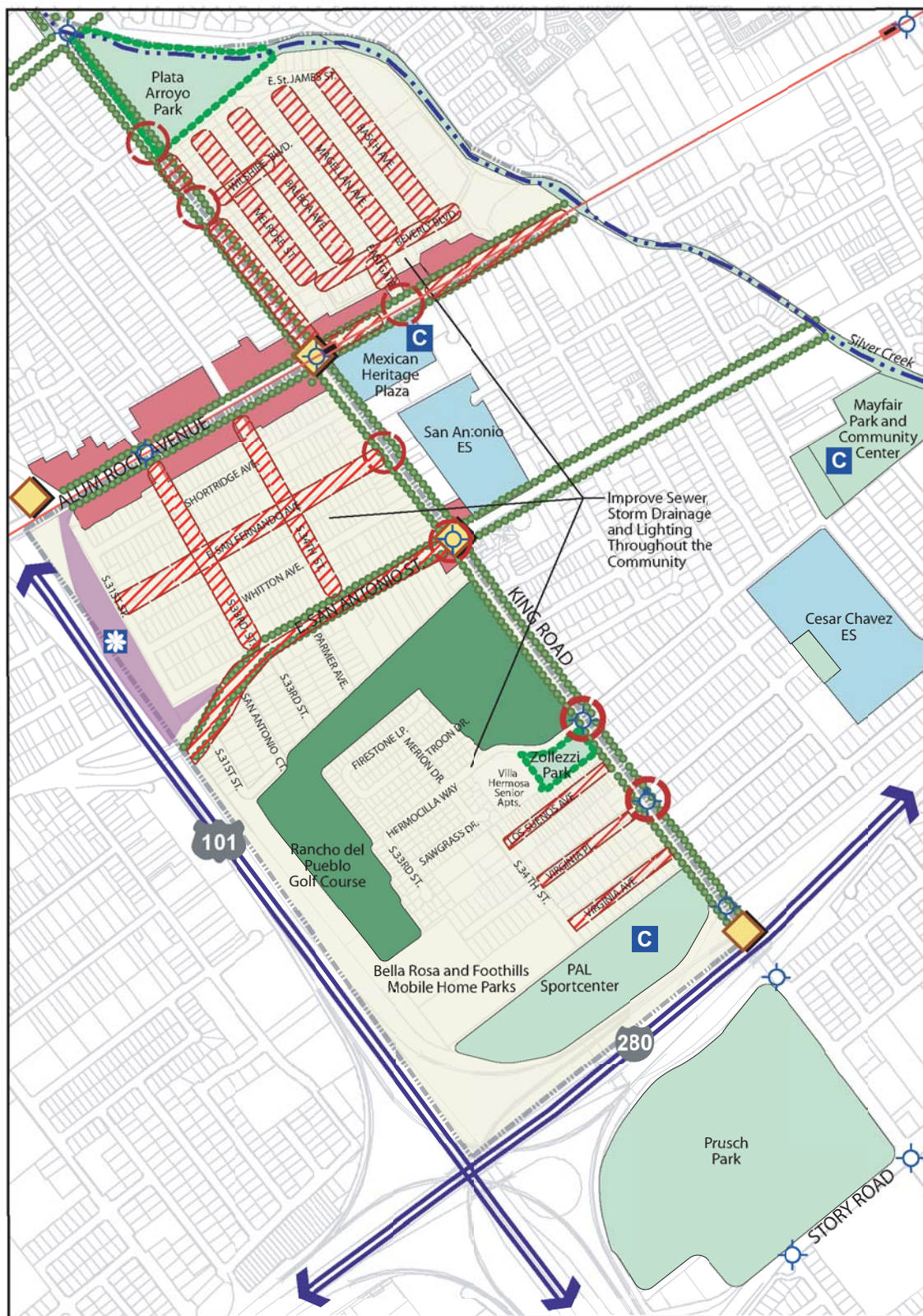
The neighborhood improvement concepts are based on the goals and objectives identified by community members through various NAC meetings and community workshops. These concepts address infrastructure, circulation, and retail revitalization, and detail the major ideas for improving the physical appearance and image of the neighborhood, as well as methods for improving programs and services and community safety and security.



The improvement concepts are organized into the following major categories:

- Circulation and Transportation,
- Parks and Community Facilities,
- Infrastructure,
- Community Programs and Services,
- Neighborhood Beautification,
- Safety and Security, and
- Retail Revitalization and Character.

The concept for **Circulation and Transportation** is comprised of designing solutions for traffic calming, street and intersection issues, parking congestion, and enhanced pedestrian access and safety. The **Parks and Community Facilities** concept identifies improvements for existing community resources and addresses needs for additional community and recreational facilities. The **Infrastructure** concept identifies strategies to improve the maintenance and service levels of infrastructure in the community. The **Community Programs and Services** concept highlights new or expanded programs and services to support Gateway East residents. The **Neighborhood Beautification** concept includes plans for landscaping, design elements such as improved lighting, banners, and trash receptacles, signage, neighborhood amenities, and overall clean-up and maintenance strategies. The **Safety and Security** concept identifies programmatic resources as well as physical improvements to create a safe and welcoming environment in the community. The **Retail Revitalization and Character** concept includes improvements for existing commercial facilities, and also highlights types of retail that the neighborhood would like to attract. Figure 5 graphically illustrates the overall neighborhood improvement concepts for Gateway East.



#### LEGEND

Strong Neighborhoods Initiative Area Boundary	Freeway	Proposed Street Calming	Community Facility
Existing Parks and Open Spaces	Traffic Signals	Intersection Improvements	Potential Community Garden
Public/Quasi-Public Use	Proposed VTA Stop	Park Improvements	
Vacant Land	Proposed VTA Line	Streetscape/Landscape Improvements	
Commercial Areas			
Creek			

### GATEWAY EAST IMPROVEMENT CONCEPTS

FIGURE 5

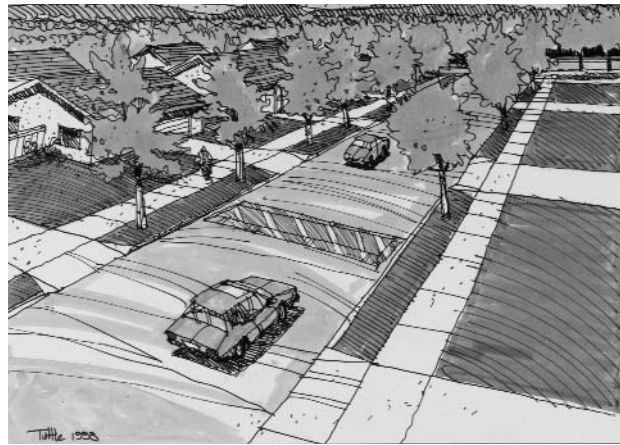
# Circulation and Transportation

One of the central concepts of the *Gateway East Neighborhood Improvement Plan* is improving circulation and transportation patterns throughout the community. Speeding traffic, traffic and parking congestion, and pedestrian access are the primary circulation and transportation issues perceived by residents in the community.

Residents aim to improve traffic and vehicular and pedestrian access, reduce cut-through traffic and speeding, and enhance the overall appearance and function of the streets through improved roadways, sidewalks, landscaping, and pedestrian amenities. Creating a safe and efficient circulation system in the Gateway East community involves the following major improvement strategies:

- Conduct traffic studies focused on those streets identified by the community as experiencing speeding and high volumes of traffic;
- Complete intersection and street improvements to enhance pedestrian and vehicular circulation in the community
- Increase enforcement of speed limits and traffic regulations in the neighborhood;
- Improve the pedestrian environment and accessibility throughout the area; and
- Explore methods to reduce parking congestion.

Figure 6, following this section, illustrates proposed street and intersection study areas and traffic calming improvement areas.



Artist's rendering of potential traffic calming solution

Community residents feel that many neighborhood streets could benefit from traffic calming studies



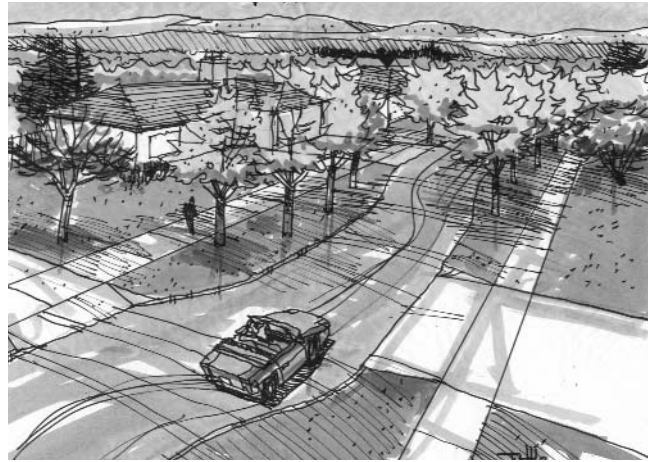
## Traffic Calming

Some residential areas in the Gateway East community experience a level of traffic volume and speed that residents feel detracts from the character of the neighborhood and affects pedestrian comfort (Please see *Top Priority Action #8: Use findings from traffic calming studies to determine appropriate traffic calming measures for problematic areas in Gateway East. If traffic concerns cannot be addressed by basic measures, Level I and II traffic calming should be considered*). Community residents have reported traffic-related issues throughout the area, both on the major roads in the area such as King Road and Alum Rock Avenue, as well as on local neighborhood streets.

In general, residents have indicated that many residential streets experience high traffic volumes and speeding. Gateway East residents are concerned with cut-through traffic, traffic congestion, and speeding throughout the community. Specific concerns include: traffic congestion on East San Antonio Street; speeding traffic on King Road between McKee Road and Alum Rock Avenue, and on East San Antonio Street, Virginia Place, Magellan Avenue, Beverly Boulevard, Basch Avenue, Virginia Avenue, Los Suenos Street, 34th Street, and 33rd Street; and cut-through traffic on East San Fernando Street. Community residents have also indicated that speeding traffic is a concern throughout the entire Plata Arroyo neighborhood.

Additionally, residents have identified the following intersections for study to determine if they would benefit from traffic calming: 34th Street and East San Antonio Street, 34th Street and Whitton Street, 34th Street and Virginia Place, 31st Street and East San Antonio Street, Melrose Street and Beverly Boulevard, Eastgate Avenue and Beverly Boulevard, Magellan Avenue and Wilshire Boulevard, Melrose Street and Wilshire Boulevard, and at Basch Avenue and Beverly Boulevard. (Appendix A to this plan outlines the community's primary traffic issues, and the Department of Transportation's preliminary response).

Many of these streets, such as East San Antonio Street and East San Fernando Street, are wide streets with few stop signs, and thus it is possible for motorists to build up speed. Traffic calming devices such as medians and bulb-outs decrease the width of the street to discourage speeding traffic, and will help to improve the pedestrian environment. DOT can explore these potential solutions and coordinate with neighborhood residents to develop appropriate traffic calming solutions.



Artist's rendering of potential traffic calming solution

Community residents have also indicated the need for stop signs on King Road, East St.

James Street, and Wilshire Boulevard in order to improve access from the Plata Arroyo neighborhood turning onto King Road. However, King Road is an arterial, and the Department of Transportation does not locate stop signs on arterial roads, since they are safety hazards because motorists often ignore them. The Department of Transportation will work with the community to develop an appropriate solution for these intersections to improve access onto King Road.

Traffic studies should be conducted in these areas of concern to determine a range of possible alternatives that might bring about the most successful traffic calming improvements. A public participation process should be initiated to review possible traffic calming measures so that residents most directly affected will be notified and encouraged to participate. Definitive traffic calming decisions will be made only with the participation of affected residents, the San José Police Department, property owners, and neighborhood associations.



## Intersection and Street Improvements

Residents report that there are a number of streets and intersections in the community that could benefit from improvements (Please also see *Top Priority Action #7: Assess identified street and intersection issues in the community, and complete improvements as needed*). Street and intersection improvements in the neighborhood would help create more efficient circulation patterns.



Intersection of King Road and East San Antonio Street

Following is a list of street and intersection areas that community members have called out for further study and improvement:

- Improve the intersection at East San Fernando Street and King Road to improve safety and sight distance, and also to facilitate turning left onto King Road from East San Fernando.
- Improve the left turn access turning north onto King Road at the intersection of East San Fernando Street and King Road.
- Construct intersection improvements which will preserve the left turn movement from Eastgate onto Alum Rock Avenue, improve the safety of left turn movements from Eastgate onto Alum Rock Avenue, and prevent U-turns for eastbound traffic on Alum Rock Avenue at Eastgate (which causes pedestrian conflicts and complicates left turns onto Alum Rock).
- Install a middle turn lane on King Road, to assist motorists making a left turn into the back parking lot of the Mexican Heritage Plaza.
- Increase the length of the right hand turn pocket eastbound on East San Antonio Street at King Road as a means to help reduce traffic backup into the neighborhood and to reduce traffic congestion at this intersection.
- Install four-way left turn lanes and arrows at the intersection of King Road and Virginia Place/Vollmer Way.
- Install four way left turn lanes and arrows at the intersection of King Road and Hermocilla Way/Kammerer Avenue.
- Install a left turn signal eastbound on East San Antonio Street at the intersection of King Road, turning north onto King Road.

Appendix B to this plan contains a table with the action steps associated with each of these improvements, and the likely costs to complete the improvements.

## Street Repairs

In addition to these proposed circulation improvements, Gateway East community members potholes on King Road that need to be repaired.

## Enforcement

In addition to possible physical components that may be identified in the future to help tame traffic, programmatic measures are also an important part of a successful traffic calming strategy. Residents have reported that many motorists have a general disregard for posted speed limitations on residential streets, and, in some cases, even ignore stop signs. Enforcement-related approaches that might be explored include: increased police presence during school commute hours (7:00 - 9:00 a.m. and 3:00 - 4:30 p.m.), more aggressive traffic regulation, use of NASCOP (Neighborhood Automated Speed Compliance Program), and installation of additional signage, such as speed limit, school zone, or truck weight limit/prohibition signs. Another strategy involves developing a public education campaign to communicate “zero-tolerance” for violations.

## Pedestrian Environment

An important goal for the community is to provide pedestrian-friendly connections in the neighborhood with crosswalk, intersection and sidewalk improvements. The typical heavy volume of speeding traffic makes many intersections a challenge for pedestrian crossing, especially at major intersections along King Road, and intersections frequently used by school children. Making improved connections across busy streets and creating stronger links through the neighborhood to schools and parks can contribute to a more hospitable pedestrian environment. Improving the visibility of crosswalks, constructing new crosswalks (where needed), and using



Example of a NASCOP sign



Residents have identified several intersections across King Road which would benefit from improvements



Some sidewalks in the community would benefit from curb cuts, consistent with ADA standards



There are areas in the community with uneven or cracked sidewalks

crossing guards (where warranted) near schools will support an improved pedestrian environment for all neighborhood residents. The Department of Transportation has a program in place called Safe Walk to Schools, which covers pedestrian safety on both private properties and public areas. This program should be implemented in Gateway East to help improve the pedestrian environment.

Residents have specifically called out the need for intersection improvements at the intersections of East St. James Street and King Road, and Wilshire Boulevard and King Road, in order to provide better access to nearby parks and schools. Community members have also suggested providing crossing guards at several intersections on King Road, including Virginia Place/Vollmer Avenue, Wilshire Boulevard, and Hermocilla Way/Kammerer Drive.

Some sidewalks in the neighborhood are discontinuous or missing, and others have broken or cracked with age or are buckled from tree root damage. These conditions can discourage walking in the neighborhood. An assessment of the community's sidewalks should be completed to identify specific locations for sidewalk improvements.

Property owners are responsible for maintaining the sidewalk in front of their property. This responsibility includes the repair or replacement of damaged or displaced concrete. The City's Department of Transportation (DOT) conducts sidewalk inspections in response to citizen requests, or when City employees observe damaged sidewalks. In order to encourage the repair process, community members should report broken and cracked sidewalks to the City for inspection. Following an inspection, the Department of Transportation will then send a letter to the property owner to notify them about any required sidewalk repair. Damaged sidewalks must meet certain criteria in order to warrant requiring property owner repair. If a repair is required the property owner must obtain a no-fee permit for concrete repairs from the Department of Transportation. Information about property owners' responsibilities in

repairing sidewalks should be widely distributed.

The City also has a grant program available to reimburse eligible property owners for the cost of sidewalk repairs. Since many property owners may not be aware of the grant reimbursement program, Neighborhood Advisory Committee (NAC) members and the Department of Transportation should work together to publicize the grant program.

Residents are also encouraged to report street locations where curb-cuts are needed by calling the Department of Transportation (408) 277-4638.



Trucks used for businesses can cause parking congestion on neighborhood streets

## Parking

There is an overall lack of on-street parking in the neighborhood, especially near higher density multi-family housing complexes. Bay Area housing costs often require many families to share dwelling units so that the increased number of residents exceeds the available parking spaces allocated for each unit. Additionally, some residents living in single family homes have converted their garages into living spaces to accommodate additional family members or tenants. This is especially common in the Gateway East community.

In some cases, neighborhood residents operate businesses out of their homes, and clients or customers may park on neighborhood streets. There may also be several instances of illegal auto repair business operated out of homes, illegal auto sales, and illegal parking of vehicles used for businesses (such as landscaping trucks and hauling equipment). These businesses also contribute to parking congestion in the neighborhood.

Together, these conditions tend to restrict parking availability on nearby residential streets. Residents have found that parking is particularly congested in the Plata Arroyo area, on Basch Avenue and on Magellan Avenue, and residents often find it difficult to find on-street parking in these areas. Parking is also congested on Virginia Avenue, as there are many multi-family units on this street. Community members have suggested enacting a permit parking system to reduce on-street parking by non-residents. However, initial analysis of this area suggests that parking congestion is not a result of non-resident parking, but rather a result of overcrowding and garage conversions in the community. Garage conversions that are causing public health hazards may be reported to the City's Code Enforcement Division at (408) 277-4528.

Because of the tight parking situation, motorists often violate parking regulations by parking on lawns, too close to corners and stop signs, and in front of crosswalks and sidewalk curb-cuts. Residents have identified Eastgate Avenue, in particular, as an area where illegal parking often occurs. Installation of red curbs could be considered to emphasize the fact that cars should not park illegally.

Residents would also like to see an increase in parking citations issued in the community for parking violations, rather than just warnings. Community members have also suggested that Parking Enforcement respond to parking violation complaints within 24 hours, rather than 72 hours.

Many abandoned vehicles have also been reported in the neighborhood. Under the City's Vehicle Abatement Program, abandoned, inoperable or unregistered vehicles are marked and towed away. The City should increase its enforcement of vehicle abatement codes related to abandoned and inoperable vehicles parked in the public right-of-way and inoperable vehicles parked in the front yards or front setback areas of private property. The community must be proactive in reporting abandoned or inoperable vehicles parked on the street to the Abatement Hotline (408) 277-5305. The City provides free towing to residents who have inoperable vehicles stored on their property by calling (408) 277-4931.

Commercial truck parking in the community further compounds parking problems in the area, monopolizing limited residential parking spaces and obstructing motorist visibility. Residents have identified truck parking as a problem on Alum Rock Avenue, and have suggested investigating the feasibility of a “No Truck Parking” sign on Alum Rock Avenue. However, in areas that have commercial zoning designations, such as portions of King Road and Alum Rock Avenue, large commercial vehicles are permitted to park on the street. The only way to restrict the parking of a particular type of vehicle in an area with a zoning designation that otherwise permits it is for residents to make an appeal to the City Council to pass an ordinance to this effect; however, this is a difficult process and has rarely been successful in the past. Residents would have to demonstrate that the parking of large commercial vehicles in a particular area causes a significant public nuisance or causes dangerous traffic conditions, despite the zoning designation of the area, which is intended to allow commercial uses (and the associated parking needs). However, if residents perceive that large commercial vehicles parked on street corners in the community block visibility or obstruct traffic, the community can request that the DOT evaluate the area. In such cases, if DOT’s analysis agrees with the complaints, it would install “No Parking” signage or paint red curbs in the area, which would restrict the parking of all types of vehicles.

This Plan recommends that community members work with the Planning, Building, and Code Enforcement Department to explore methods of restricting parking of large vehicles on streets where residents have identified this as an issue.

Additionally, it is important to ensure that new development in the community provides adequate parking and does not contribute to the parking congestion in the community.







## Parks and Community Facilities

Gateway East residents value the parks and recreation in the neighborhood, including Plata Arroyo Park, Zolezzi Park, and the PAL Stadium. In addition, Gateway East residents also enjoy utilizing facilities that are proximate to the SNI area, such as Emma Prusch Park, and the schools which serve the community. A central focus of this improvement plan concept is to build on the existing resources in the neighborhood, and to expand and improve the existing community facilities. Additionally, Gateway East residents would like to construct a community garden to serve all of the residents.



Tot lot in Plata Arroyo Park

Gateway East residents envision community facilities within the neighborhood that serve all neighborhood residents, which are convenient and accessible, and which provide recreational and educational opportunities in a clean and well-maintained environment. Providing these facilities includes the following primary strategies:

- Improve the existing parks and recreational facilities in the community;
- Build partnerships to improve the schools serving the community; and
- Develop a community garden within the Gateway East area.

## Existing Parks and Facilities

This concept includes building on the existing resources at Plata Arroyo Park, Zolezzi Park, and the PAL Stadium to improve the recreational and cultural opportunities for youth and adults in the Gateway East community (Please also see *Top Priority Action #5: Enhance the park and recreation facilities in the Gateway East community, including Plata Arroyo Park and Zolezzi Park, and improving community access to the PAL Stadium*).



Plata Arroyo Park requires additional landscaping

### PLATA ARROYO PARK

Gateway East residents would like to improve the quality of the landscaping, equipment, and facilities at Plata Arroyo Park to create a more welcoming and comfortable environment for community members enjoying the park. Additional large shade trees will help to create a cool, comfortable space in the park. Landscaping, such as flower planting, will also help to enhance the appearance and ambiance of the park.

Additional improvements that will enhance the park environment include a shade structure with additional picnic tables, a water fountain, restrooms, a landscaped water feature, improved tot-lot equipment in the park, and a separate play area with equipment for older children.

As part of the citywide Parks Bond Project (Measure P), the play area at Plata Arroyo Park will be renovated. Design development for the play area is currently underway, and construction on the play area renovation is estimated to begin in July, 2003. Additionally, a skate park is also being planned for Plata Arroyo Park. The skate park is in the design phase, and will likely be constructed in November, 2003.

Community members would like to increase the feeling of safety and security at the park. Installing additional lighting around the perimeter of the park will create a brighter, safer environment. A security fence around the play equipment is a method to consider for preventing illegal use of the park at night. Installing emergency call-boxes is an additional safety measure for Plata Arroyo Park. Community members have suggested investigating solar powered emergency call boxes for the park.



Equipment at Plata Arroyo Park requires repair

Thematic decorative features, such as ornamental trash cans and lighting will also lend character to the park and improve the overall appearance. As part of the skate park improvements, a portion of the berm that exists along King Road will be cut down. It is suggested that as a future improvement, the entire berm should be removed in order to increase safety in the park. Additionally, the Santa Clara Valley Water District will be constructing a flood control improvement project along Lower Silver Creek in the Plata Arroyo Park area, which will construct a raised levee along the eastern edge of the park, and will include additional picnic tables, landscaping, and turf repair.

The first step in completing improvements at Plata Arroyo Park is to update the Park Master Plan. The improvement steps are completely outlined in the Strategic Action Plan chapter, *Priority Action Item #5*.



### ZOLEZZI PARK

Gateway East residents have identified improvement opportunities at Zolezzi Park. Like with Plata Arroyo Park, residents feel that additional lighting at Zolezzi Park will help to improve the sense of safety and security for community members utilizing the park. Residents have also suggested installing emergency call boxes at Zolezzi Park as an additional safety measure. Zolezzi Park would also benefit from additional landscaping and tree planting, particularly shade trees.

In terms of equipment improvements at Zolezzi Park, community members would like to see a basketball court constructed at this location, improved tot-lot equipment, a separate play area with equipment for older children, and restrooms installed.

Similar to Plata Arroyo Park, the first step in completing improvements at Zolezzi Park is to complete a Park Master Plan, which will identify future improvements, and the best layout and site design for the park to accommodate the identified improvements.



### **PAL STADIUM**

The PAL Stadium is an athletic facility designed for league sports. Many adult athletic leagues practice and play sports at the PAL Stadium. The PAL Stadium is mainly a regional facility, serving sports teams from all over the San José area. However, since PAL is located within the Gateway East SNI area, there is an opportunity for PAL to be a recreational amenity for Gateway East community residents as well. Gateway East residents would like to work with the PAL Board to improve community access to the facility. For example, the track, ball fields, and boxing gym (currently under construction), could all provide recreational opportunities for Gateway East residents. Residents have suggested working with PAL to improve access to the facilities for community members. One way to improve access to the PAL Stadium for Gateway East residents is to hold a “community day” at PAL, with recreation events and free access to the public. A community day should be widely advertised to all community members to help publicize the facilities available at PAL. Additionally, there are meeting rooms at PAL, which may provide opportunities for neighborhood associations and organizations to hold community meetings and events.

In addition to improving access for the immediate community, the PAL Stadium is also in need of physical improvements, such as re-surfacing the track, re-seeding the football and baseball fields, improving lighting in the stadium area under the freeway and at the entrance on 34th Street, and improving the restroom facilities. NAC members have suggested forming a partnership with the PAL Board to apply for grant funding to help complete these improvements.



## Schools

Gateway East community residents would like to see significant improvements to the neighborhood schools, both in terms of the facilities and grounds as well as in terms of parent and teacher involvement. Improvements to the neighborhood schools will help to improve the quality of life for children and families in Gateway East. During the planning process for the Gateway East Strong Neighborhoods Initiative area, community members have specified several issues regarding neighborhood schools, including: the maintenance of facilities at Anne Darling Elementary School and East San Antonio Elementary School, congested pick-up and drop off areas at elementary schools, and lack of parental involvement at schools.

As part of an overall improvement concept for the schools in the neighborhood, Gateway East residents would also like to see improvements to the quality of education at the schools, hiring of additional qualified teachers, and additional cultural programs and services offered at schools. In terms of physical improvements, neighborhood residents envision schools with improved landscaping, revitalized play areas, and well-maintained and attractive school facilities and grounds.

Building partnerships between community organizations, neighborhood residents, and schools is a method to achieve improvements at neighborhood schools. Community members and neighborhood associations and organizations can build partnerships with schools and school districts to improve the quality of schools. Potential partners that can work with schools and school districts to affect positive change include community members, neighborhood associations and organizations, senior citizens' groups, faith-based organizations, and Parent-Teacher Associations (PTAs). These partnerships can help to benefit both the schools and the community. For example, partnerships will provide opportunities for parents to

be more involved with the schools; neighborhood organizations can apply for grants and funding for school improvements; and community groups can help to coordinate a tutoring program between high school and elementary school students.

## Community Garden

A community garden is a very popular idea within the Gateway East community. Many Gateway East residents live in homes with small yards, or in multi-family units where they do not have access to space for gardening. Community members have identified the vacant area in the Caltrans right-of-way adjacent to Highway 101, between East San Antonio Street and Alum Rock Avenue, as a potential location for a community garden. In addition to the obvious benefit of providing space for gardening, community gardens can also draw neighbors together, providing a unique opportunity for neighbors to meet one another and work together.

Since the planned garden site is large, community members have suggested including a picnic area and recreation equipment, such as a basketball court.

The action steps for providing a community garden in Gateway East are outlined in the Strategic Action Plan chapter, *Top Priority Action Item #6*.



Areas in the community lack adequate storm drains



## Infrastructure

During the neighborhood improvement planning process, Gateway East community residents have identified several infrastructure systems that require improvement in order to efficiently serve the needs of the community.

### Storm Drainage

The storm drainage system collects runoff water from the street and carries it to the creeks and the rivers which drain into the San Francisco Bay. There are a number of streets

and driveways in the neighborhood that do not drain effectively, causing pooling of stagnant, and sometimes foul-smelling water. Drainage problems can be a result of a variety of conditions, including clogged/silted drains, lack of drains, inadequately sized drains, potholes, broken asphalt, buckled sidewalks, and a lack of curbs and gutters.

In the Gateway East community, the storm drainage system is very old, and has deteriorated significantly over the years. Residents have reported that drainage issues are a problem throughout the Gateway East community. During the winter, residents experience back-ups and flooding as a result of poor drainage. A recently completed storm drainage survey of all of the Strong Neighborhoods Initiative areas indicates that the storm drainage system in Gateway East requires significant reconstruction and rehabilitation (Please see *Top Priority Action Item #3: Assess and resolve any storm drain issues in the Gateway East community*). Reconstructing the storm drainage system is a very costly improvement item, and will require creative financing methods.



Residents have suggested instituting a storm drainage impact fee for new development. An impact fee would help ensure that new development pays for its fair share of the storm drainage system, and does not unduly burden the entire system.

## Sanitary Sewer System

The sanitary sewer system carries wastewater from homes and businesses to the City's sewage treatment plant at the south end of the San Francisco Bay. Community residents have identified problems with sewer pipes leaking and backing up throughout the Gateway East community (Please see *Top Priority Action Item #2: Assess the sanitary sewer system in the Gateway East community, and complete the necessary improvements*). The sewer system in Gateway East is an older system, and many of the pipes are in need of repair and/or replacement. It should be noted that the maintenance and repair of the sanitary sewer laterals are the responsibility of the property owner. Community members have suggested providing financial assistance to residents to help finance installing clean-outs.

In some cases, additional clean-outs are needed as part of a sewer system upgrade. For example, community members have identified the corner of Virginia Place and South 34th Street as an area which would benefit from additional clean-outs.

Similar to the storm drainage system, the entire sewer system throughout Gateway East needs to be surveyed, in order to identify where the leaks and back-ups are occurring. After a survey is completed, the Department of Public Works will be able to identify the appropriate improvements necessary, and begin to complete repairs to the sanitary sewer system. Residents are also encouraged to call the Department of Transportation at (408) 277-4373 to report problems with the sanitary sewer system. Additionally, residents are encouraged to report illegal dumping of materials into the sewer system.

## Water

Gateway East residents have identified two separate water issues within the community: complaints with the quality of the drinking water and water leaks. Property owners are responsible for repairing leaks that occur on their property. However, leaks that occur on public property are the responsibility of the San José Water Company, a privately owned company. Community members should report water leaks to the San José Water Company at (408) 279-7900.

In addition to water leaks throughout the community, residents have also cited the quality of the drinking water as an issue in Gateway East. As an initial step, San José Water should assess the water system in the Gateway East area to determine if repairs, replacements, or upgrades are necessary to improve the quality of drinking water. Residents may also want to consider purchasing individual water softener devices for their homes.

## Gas Lines

Community residents have identified an issue with leaking gas lines throughout the neighborhood. This is a very serious issue for the Gateway East Strong Neighborhoods Initiative area, and community residents would like to see gas lines throughout the neighborhood replaced, and also ensure that the repair work needed in the Gateway East area is a priority for PG&E. While the City of San José does not have jurisdiction over gas lines, the City contacted PG&E to report this problem in the Plata Arroyo area, and PG&E indicated that they would send out a flame detector crew to analyze the area and try to resolve the problem of leaks. PG&E reported back that they have actively pursued repairing all reported leaks, and would continue to do so. They strongly encouraged community residents to report any problems with the gas lines in the area to PG&E by calling the 24-hour emergency and customer service line at (800) 743-5000.

## Dirt Driveway at the Eastern Terminus of Los Suenos Drive

There is an unimproved dirt street with several houses at the end of Los Suenos. This street is very unattractive and inaccessible to emergency vehicles. This is a private street, and the City does not have jurisdiction over improving the street. The City and the community should support future private development at the end of the street. When the vacant lots are developed, the City should require as a condition of approval that the private road be improved. The private street should be designed to look and function as a public one and should include curbs, gutters, sidewalks, street trees, landscaping, and adequate storm drainage.



Residents have identified the dirt driveway at the end of Los Suenos Avenue as an improvement area

## Community Programs and Services



The concept for enhancing programs and services involves assessing existing programs, establishing new programs and services or improving existing programs and services. Residents would also like to improve access to programs and services. Specifically, residents have identified the need for English as a Second Language (ESL) programs, for additional childcare services, for expanded cultural and educational programs for children offered in the neighborhood, educational and training programs for adults, and services for senior citizens.

Community residents would also like to construct a neighborhood center to house programs and services and to provide meeting and community event space for neighborhood associations and organizations.

Residents also feel that in many cases, there is ineffective or lacking communication between community service providers (including the City) and residents; as a result, the community is often not aware of the programs available to them. In many cases, it is necessary to publicize the existing programs and services in several languages. The City will make every effort to improve communication regarding such programs.

The community's goal is to improve access to programs and services that reflect the needs of area residents.

Key strategies for meeting this goal include:

- Conduct an assessment of programs/services currently offered in or accessible to the Gateway East community;
- Improve programs or establish new programs in areas of special need (such as childcare services, after-school recreation, adult education and training, and programs/services for seniors)
- Explore methods of making existing programs more accessible to Gateway East residents;
- Pursue constructing a neighborhood center in the community if the assessment demonstrates a need; and
- Strengthen outreach for existing programs and services.

### Programs/Services Assessment

A first step in ensuring that programs and services offered in the Gateway East community most effectively reflect the needs of the immediate community is to conduct a thorough assessment of programs and services currently available in the vicinity. In addition, a needs assessment to identify what programs and services are desired would help plan for future community facilities by indicating what type of space would be required to support desired programs.

In the Gateway East area, community facilities are limited. For this reason, residents are interested in ensuring that facilities most conveniently located to the neighborhood provide programs that cater to the area's diverse population. In addition to evaluating how well the types of programs offered in the area reflect Gateway East residents' needs and interests, programs should be reviewed for quality of content and caliber of provision. The assessment should also consider potential barriers to program participation, such as lack of childcare or transportation, limited scheduling, funding or program costs, or ineffective outreach.

## Areas of Special Need

Gateway East residents highlighted a number of broad programmatic needs. As discussed in the previous paragraphs, a comprehensive assessment of programs and services will help determine more precisely what specific improvements could be made so that the types of programs offered would most accurately reflect the needs of Gateway East residents.

Community members emphasized the following special interest areas for improved or proposed programs and services.

### **CHILDCARE SERVICES**

Residents identified the need for affordable childcare services in the community, both for community residents and for people who work in or near the community. The cost of childcare in Santa Clara County has more than doubled in the last ten years.<sup>1</sup> The expense of childcare makes it extremely challenging for low-income parents to raise a family, and can prevent parents from utilizing other beneficial programmatic resources. For example, community residents pinpointed a specific need for affordable childcare services to be offered in conjunction with English as a Second Language (ESL) courses so that participation in these classes would be more feasible. Strategies for accommodating childcare should be explored.

### **AFTER-SCHOOL RECREATIONAL AND EDUCATIONAL PROGRAMS**

Residents highlighted a need for more after school programs in the community, providing both recreation and educational assistance for children. Community members suggested the need for additional homework centers, tutoring centers, ESL programs, and a computer lab to serve students of all ages (elementary school through high school) in Gateway East. Computer training classes for students of all ages would help to serve the youth in the community.

<sup>1</sup> Santa Clara County Social Services Agency, A Chance for Every Child. San José, CA, June 2000.

In addition to educational programs, community members would also like to expand after school and weekend recreational programs for children. Specific suggestions include sports programs, outdoor activities, a reading club, and arts and crafts programs. Community members also pointed to art, theater, and music as areas of special interest that could be expanded to better serve the area. Local artists should be encouraged to get involved in art training for local children and adults. Neighborhood leaders and teachers who can share their creative talents with the community should be encouraged to participate in recreational programs. Community members would also like to ensure that recreational and educational programs and services are accessible to all children, including children with disabilities.

Employing skilled recreation leaders and inspiring mentors is a priority. Recreation programs should be run by trained professionals to ensure quality, constructive program content. Every effort should be made to provide the most positive experiences for youth in the community. Involving AmeriCorps, a federal public service organization, or inviting other innovative leaders to get involved in recreation programs could make a positive contribution to youth in the community.

#### **ADULT EDUCATION AND RESOURCES**

Community residents have suggested providing classes and training opportunities for adults in the Gateway East area, specifically English as a Second Language (ESL) courses and computer training classes. For non-native English speakers, refining and improving English skills will help to broaden employment opportunities and enhance quality of life. Technology skill-building courses, such as computer training courses, in the Gateway East community will help maximize employment opportunities and learning potential for adult residents in the community. Community members have sug-

gested providing a computer center with internet access, with staff or volunteers available to provide support. As mentioned previously, affordable childcare should be offered in conjunction with adult education classes to help improve access to classes and training sessions for adults with young children.

### PROGRAMS AND SERVICES FOR SENIOR CITIZENS



Villa Hermosa Senior Apartments

Residents have identified the need for additional programs for seniors in the Gateway East community. Specific senior programs mentioned include field trips, arts and crafts programs, a senior nutritional program, and social events. Expanded senior programs and services could be held at the Villa Hermosa Senior Center.

#### Program Accessibility

Often, a major barrier to community member participation in programs and services is transportation access. Convenient access to programs is critical in making them meaningful

resources to the immediate community. In order to ensure maximum participation, programs need to be held within or adjacent to the Gateway East community whenever possible.

Hosting programs and services at sites within the community can be helpful in making participation more feasible for parents who travel regularly between home and these locations. However, even programs held within the community can be difficult to access, especially for residents who do not drive or do not own cars. For low-income residents who live along routes that are not well-served by public transit, alternative transportation services should be explored. For example, partnering with local taxi companies may be an opportunity to offer a convenient and affordable transportation alternative. Another transportation alternative to explore is a Dial-a-Ride van service, to provide rides to local programs for neighbor-



hood residents without another form of transportation. Another alternative is to utilize neighborhood associations and organizations to match up residents needing rides with those who have cars and are able to offer transportation to their neighborhoods.

## Neighborhood Center

As previously mentioned, a needs assessment should be conducted to identify the types of programs and activities that should be offered at the center. A needs assessment will determine which of the community's needs can be met utilizing existing facilities, programs, and resources, and which will need to be provided through a new facility or through additional programming.

The Gateway East community has described its vision for a neighborhood center located within the Strong Neighborhoods Initiative area, with a variety of recreational programs and community services to serve residents of all ages (Also see *Top Priority Action #1: Establish a neighborhood center to provide activities and programs for children and adults*). Gateway East residents have visualized a neighborhood center with the following amenities: a computer/ media center with Internet access for children and adults to use, a homework center, after school programs, and activities and programs for senior citizens. Residents have also mentioned that the neighborhood center should contain multi-purpose meeting and event rooms for the entire community to use.



An alternative to constructing a new neighborhood center is to use an existing facility, or to establish a joint-use agreement with cooperation from an interested institution, such as a school district or a non-profit agency. The City could provide support in staffing recreation programs. The San José City Council has successfully developed similar joint-use facilities in other neighborhoods. If it is determined that a new neighborhood center is needed in Gateway East, it would be efficient to construct the center on land already

owned by the City of San José. For example, community members have suggested Plata Arroyo Park as a possible site for a new neighborhood center.

It should be noted that there are plans to provide an approximately 20,000 square foot community center in the location of the existing Mayfair Community Center on Kammerer Avenue. Construction for this community center is scheduled to begin in Spring 2003, and the facility will most likely include: recreation and community services, arts and crafts rooms, a computer lab, children's programs, a small kitchen, and meeting rooms. All residents from the surrounding neighborhoods should have equal access to the new community center. All Gateway East community members are encouraged to attend meetings to discuss the potential services and programs for the Mayfair Community Center.

As an interim measure to provide much-needed space for community meetings and events, residents have suggested using existing facilities, such as the Alum Rock Business Association building, the Mexican Heritage Plaza, the Mayfair Community Center, PAL Stadium, and the Villa Hermosa Senior Center. The City is investigating leasing space at one or more of these locations to provide regular meeting spaces for neighborhood associations and organizations.

## Outreach and Communication

The challenge in many instances is not a lack of services, but the effectiveness of outreach and communication to residents. Many residents do not know about the range of programs and services available to the community. Improved outreach and communication between the community and service providers is essential.

Gateway East residents have identified several methods of improving communication about City programs. At regularly scheduled neighborhood association meetings, City staff could present details about programs and services. Since not all Gateway East residents are available to attend neighborhood association meetings, selected neighborhood residents may act as representatives, or liaisons, to the greater community. These liaisons can coordinate with City staff to disseminate information about programs and services. Gateway East residents would like to receive more outreach and communication about existing programs for youth and adults in the community, such as City sports leagues and programs.

The Department of Parks, Recreation, and Neighborhood Services publishes the Neighborhood Troubleshooter Guide, which is a comprehensive guide to City services. The Guide includes an alphabetical listing of City services by category, (such as Recycling, Housing Issues, and Library Services), and is published in English, Spanish, and Vietnamese. Residents can call the Neighborhood Development Center at (408) 277-5350 for a copy. The guide is also available on the Internet at <http://www.ci.san-jose.ca.us/prns/ts.htm>. Another way to improve communication about programs and services is to distribute an information packet to new residents, possibly in utility bills, which includes information about codes and regulations, City programs and services, important contact phone numbers, and other services offered by agencies and non-profit organizations.

In the Gateway East community, it is very important to publish information and to conduct outreach in several languages, including English, Spanish, and Vietnamese. There are many programs and services available in multiple languages, and it is essential to publicize these services, and to conduct outreach about the wide variety of programs and services in a manner that reaches all of the residents in the Strong Neighborhoods Initiative area.

## Neighborhood Beautification

Gateway East residents take pride in having a clean, attractive and welcoming neighborhood. Improving the overall appearance of the neighborhood will help to increase the quality of life and livability of the community, and will encourage further private investment. Gateway East would benefit from landscaping and streetscape enhancements, housing improvements, and general clean-up and maintenance. Some areas of the neighborhood are experiencing excess debris and trash, overflowing dumpsters, stray shopping carts, graffiti, and illegal dumping of bulky waste items. Additionally, many streets in the neighborhood lack street trees and landscaping of park strips.

An overall neighborhood beautification concept includes several related strategies, as well as a partnership between the City and the Gateway East community. One of the main strategies to improve the appearance of Gateway East is to reinforce the pride that residents and property owners have in the neighborhood and in their homes and properties. There are many grants and low-interest loan housing programs available to neighborhood residents to make improvements to their houses and property, yet many residents may not be aware of these programs. Increased code enforcement efforts will help improve the appearance of neighborhood streets and public spaces. Code enforcement is the responsibility of the City, yet effective enforcement is also heavily reliant on involvement and interest of the residents.

This improvement concept is closely related to other improvement concepts in this Plan, such as Circulation and Transportation, and Retail Revitalization and Character. Improvements in these areas will have a positive effect on overall neighborhood beautification. Many of the Neighborhood Beautification Concepts are programmatic. The programs work in conjunction with physical design solutions to improve the overall appearance of Gateway East.

Neighborhood beautification involves these main strategies:

- Improve landscaping and the street environment;
- Intensify neighborhood clean-up and maintenance efforts;
- Maintain strong code enforcement efforts in the community;
- Improve the exterior appearances of residential areas; and
- Strengthen community involvement and neighborhood pride.

Figure 7, following this section, illustrates the main neighborhood beautification concepts.

## Landscaping and the Street Environment

### STREET TREE PLANTING

The Neighborhood Beautification concept includes planting additional street trees and landscaping in residential neighborhoods. Additionally, King Road, as a major commercial thoroughfare, and East San Antonio Street, which serves as a major east-west route through the community, are high priority beautification areas for Gateway East (Please see *Top Priority Action #9: Complete beautification improvements on the major thoroughfares in the Gateway East community*). Some sections of Gateway East residential neighborhoods already enjoy mature street trees, but many areas of the neighborhood could benefit from new trees or infill trees to create attractive, shaded streets. An overall street tree planting plan will identify areas which would benefit from new street trees, or removing and replacing dead or diseased trees.

Planting trees in park strips along the public right-of-way on residential streets requires consent by adjacent property owners, who are ultimately responsible for care of street trees. The improvement strategy for developing tree-lined residential streets relies on property owners' willingness to take responsibility for planting and maintaining street trees. Neighborhood



Recently planted street tree on King Road



Many streets in the community would benefit from additional tree planting

associations and organizations in Gateway East can take the lead in developing a neighborhood street tree planting plan that would identify locations for proposed street tree plantings, and coordinate with property owners to determine who is interested in planting new street trees in front of their homes.

Gateway East neighborhood associations and organizations should coordinate with the City Arborist's Office to determine appropriate tree species to plant in the community. The City Arborist's Office has developed a street tree planting list to ensure that new street trees will be compatible with conditions in the neighborhood.

A tree-planting event provides an opportunity for Gateway East neighborhood associations and residents to work together to make an immediate positive impact in the neighborhood. This type of event could be combined with another neighborhood social event, such as an Earth Day or Arbor Day celebration, or a neighborhood clean-up or beautification event.

San José Beautiful (a City program) and Our City Forest (a local non-profit organization) work with individuals and neighborhood groups to facilitate tree planting and neighborhood beautification projects. Our City Forest provides street trees, site assessments, species selections, tree care plans, and necessary permits and clearances. Neighborhood associations and individuals are encouraged to call Our City Forest (408-99-TREES) and San José Beautiful (408-277-5208) directly to inquire about tree planting services and assistance and to coordinate with them to plan tree planting events.

The City Arborist may be able to make recommendations to the community on which areas are in need of tree-planting programs.

### **STREETSCAPE DESIGN**

The Neighborhood Beautification concept includes creating streetscape improvements on the major thoroughfares in the community (Please see Top Priority Action Item #9: Complete beautifi-

cation improvements on the major thoroughfares in the Gateway East community). Several major streets in the community, including Alum Rock Avenue in the Plan area and the northern portion of King Road in front of the Mexican Heritage Plaza are within the Alum Rock Neighborhood Business District (NBD). Improvements for these street segments have been completed, and are funded outside of the Strong Neighborhoods Initiative process.

King Road is a major commercial thoroughfare in Gateway East, and streetscape improvements on King will help to enhance the overall character of the community. Community members have suggested streetscape improvements on King Road including street tree planting, medians and crosswalks with decorative pavers, thematic pedestrian scale lighting, decorative banners on lightposts, and decorative trash cans. Community residents have also suggested tree planting and lighting improvements as appropriate beautification improvements along East San Antonio Street.

Gateway East NAC members have suggested installing a gateway sign or monument at a key location within the community, such as at the intersection of Alum Rock Avenue and King Road. The design of a gateway sign should reflect the character and interests of the community, and should signify the entrance to east San José, as well as the entrance to the Gateway East community. The community should consider installing additional signs or monuments with similar design themes at other entry points or major intersections to help create a community identity.



### FAÇADE IMPROVEMENTS

A key strategy related to neighborhood beautification involves improving the appearance of commercial facades along Alum Rock Avenue and along King Road, which are major thoroughfares and serve as entrances to the community. Many of the facades along Alum Rock Avenue could benefit from new awnings, trim, paint, or other renovations. As part of the San José Redevelopment Agency's Neighborhood Business District (NBD) program, the agency has been working with the Alum Rock Business Association to implement a façade improvement program to address some of these design issues.



Undergrounding utility lines would help to improve the community's appearance

### UTILITY LINE RELOCATION

Utility lines clutter the horizon, obstruct views, and conflict with street tree plantings. Undergrounding utility lines, particularly on King Road and East San Antonio Street, would enhance the overall appearance of the Gateway East street environment.

Because of the potentially high cost to individual homeowners, alternative funding sources for utility relocation need to be identified. For example, the City can explore forming a tax assessment district for undergrounding utilities. Due to lack of funding, the feasibility of this improvement action is uncertain. However, utility relocation remains a long-term goal.

## Neighborhood Clean-Up and Maintenance

Residents have identified the need for overall neighborhood clean-up and continued maintenance as an essential element of creating a beautiful and welcoming community environment.

Visible accumulation of litter and large bulky waste items, stray shopping carts, inadequate street sweeping, and graffiti all detract from the visual quality and livability of a neighborhood. Poor maintenance also creates a perception of resident disinterest or lack of pride that can attract crime in the area.



### NEIGHBORHOOD CLEAN-UP DAYS

To help improve and maintain the overall appearance and cleanliness of Gateway East, neighborhood clean-ups will need to be conducted on an ongoing basis. Large household items such as furniture and appliances are abandoned in vacant lots or in front yards, and commercial dumpsters are frequently overflowing with these items and household garbage. Gateway East residents would like to hold neighborhood clean-up days, with dumpsters available for disposal of bulky waste items, such as furniture or large appliances. Clean-up days should be scheduled regularly and published in advance to allow residents and businesses adequate preparation time to dispose of their large trash items.

There are several key sites in the community where litter and bulky waste accumulate. Thirty-first Street, between East San Antonio Street and Alum Rock Avenue, adjacent to the vacant lot, is used as a dumping ground for litter and bulky waste items. Community members are encouraged to call the Code Enforcement Division to report dumped items on vacant property, and should call the Department of Transportation to report dumped items in the public right-of-way. Regular neighborhood clean-up efforts in this area, combined with additional attention and enforcement will help to ensure the cleanliness and maintenance of this area. Community members should also contact Code Enforcement to address bulky waste items left in front or side yards, which are visible from the street.



Litter and illegal dumping detracts from the community's atmosphere



Neighborhood residents have also identified the Highway 101 entrances and exits at the Alum Rock Avenue interchanges as areas that require clean-up and maintenance. Illegal dumping also takes place in these areas, and litter and trash accumulate in the rights-of-way. Neighborhood associations and organizations can coordinate with Caltrans to conduct clean-up efforts and events focusing on the interchange locations.



Organizing more clean-up events around the neighborhood will improve the overall cleanliness and image of the area. Holding community pride projects (clean-ups, neighborhood plantings, block parties) throughout the neighborhood also provides the benefit of allowing residents the opportunity to meet one another, and to build their skills and interest as neighborhood stewards. The Neighborhood Development Center recently developed a “how-to” guide entitled *Let’s Talk Trash*, which outlines the process for organizing a neighborhood clean-up event. This guide is a valuable resource, especially for neighborhood associations who have never run a clean-up event. The Neighborhood Development Center, Council Offices, and Code Enforcement Officers could also be instrumental in facilitating clean-up events.



Stray shopping cart

### **STRAY SHOPPING CARTS**

Gateway East residents have indicated that abandoned shopping carts are an unattractive problem in the neighborhood, and are a symptom of blight. Carts are often abandoned on sidewalks or in park strips, or in public areas such as parks or school playgrounds. Taking shopping carts off-site is usually the result of residents who do not own cars using the carts as a means to transport groceries by foot.

Business owners, property owners, the City, and the County should work together to address the shopping cart problem. Holding a community meeting focused on the stray shopping carts would be beneficial in exploring possible solutions, and will alert neighborhood residents to the issue. The City’s Code Enforcement Division

provides a list of merchants that sell portable shopping carts at a reduced cost to customers who need them to transport groceries. The City also has a program coordinated with local grocery stores to retrieve stray shopping carts. Neighborhood residents are encouraged to call the City's Call Center (408-277-4000) to report stray carts. Another solution is enforcement of the City's Shopping Cart ordinance, which requires stores in the area to take more responsibility in keeping track of the carts, and ensuring that customers do not remove them from parking lots without permission.

Examples of housing in Gateway East

### **GRAFFITI CLEAN-UP**

Graffiti clean-up is an ongoing program that Gateway East residents would like to see continued in the neighborhood. The City's Neighborhood Action and Anti-Graffiti programs have made positive contributions to neighborhood beautification efforts. These programs are active and successful because of volunteer support. The Neighborhood Action program (408-277-4133) is offered by the San Police Department, and it teaches residents to monitor public nuisances, drug and gang related nuisances, and blighted properties. The Anti-Graffiti program (408-277-2758) aims to prevent and remove graffiti through education, eradication, and enforcement. The group can remove graffiti in the public right-of-way. While residential and commercial property owners are responsible for removing graffiti from their property, they can receive advice and free paint from the Anti-Graffiti program. Residents should help to reduce graffiti in the community by reporting it to the Anti-Graffiti program, and by organizing recruitment of additional volunteers from the Gateway East area for the Anti-Graffiti programs.

## **Enforcement and Regulations**

Community residents have identified increased code enforcement efforts in the neighborhood as a method of improving the overall appearance of the neighborhood and reducing blight. Increased enforcement efforts in Gateway East can address many of the visual problems in the neighborhood, such as illegal dumping, abandoned

vehicles, illegal businesses (such as auto sales and repairs), and illegal fences in residential areas.

One method of proactively increasing enforcement is assigning a Code Enforcement Driveway Team to tour the Gateway East community and identify code violations. This approach utilizes a combination of education and enforcement to reduce code violations. Prior to a tour, all residents receive a letter of notification about the upcoming tour, and a description of codes. Residents then have time to correct any violations before the assigned tour. If violations are observed during the tour, courtesy warning letters will be sent to property owners advising them to make the necessary corrections by a specified date. Inspectors will then revisit sites after the compliance date, and any violations that have not been corrected may be subject to an administrative citation with fines generally ranging from \$75-\$250.

Increasing code enforcement requires a partnership between the Code Enforcement Division and neighborhood residents. It is essential that Gateway East residents have a working knowledge of the codes and regulations applicable to the neighborhood, and that there is open and continuous communication between neighborhood residents and enforcement officers. Residents should be encouraged to contact code enforcement with complaints and questions about violations in the neighborhood, but it is essential that residents first understand City regulations and the code enforcement process. Developing a citizens' guide to code enforcement and City codes may be helpful in educating residents about their responsibilities and describing how residents can contribute to neighborhood beautification. This guide should be produced in several languages, and can be distributed door-to-door throughout the neighborhood to target properties that could benefit from information about improving conditions of properties and avoiding code citations. The citizens' guide to code enforcement should also contain information about tenants' rights, and ensure anonymity in complaint reports to help neighborhood residents feel more comfortable about reporting potential code violations.

In order to improve City response to code enforcement violations in the neighborhood and to take a more proactive approach to increasing code enforcement, the City should explore the option of hiring additional enforcement officers to serve the Gateway East community.

## Residential Revitalization

### **STRONG NEIGHBORHOODS INITIATIVE GRANT AND LOAN PROGRAMS**

Gateway East is a primarily residential neighborhood, consisting predominantly of single family homes, duplexes, and apartment complexes on Virginia Avenue. Many of the homes in Gateway East are attractive and in good condition, yet some of the homes are in need of repair and improvements. Neighbors would like to improve the conditions of homes that are deteriorating, and would also like to ensure attractive landscaping and fences in the neighborhood.

The City offers a new housing rehabilitation program that is available to property owners and low to medium-income homeowners and/or tenants in Strong Neighborhoods Initiative areas, which provides grants and no-interest and low-interest loans to qualifying property owners for interior and exterior improvements (Please see *Top Priority Action Item #4: Improve the appearance of residential areas in Gateway East by publicizing the Housing Improvement Program for Strong Neighborhoods Initiative areas and providing assistance for residents to apply for grants and loans to complete home improvements and repairs*). The objectives of this program are to have an immediate, positive visual impact on the neighborhood, to provide incentives for homeowners to make improvements, and to support the livability and maintenance of neighborhoods, including the supply of housing. This rehabilitation program focuses on targeted areas in the neighborhoods to maximize visual impacts of the improvements. Grants and loans are available to remedy health and safety hazards and energy efficiency repairs (such as roofing, plumbing, and electrical repairs), and also for visual improvements including front door



repairs, fencing, front yard landscape and irrigation, driveway and on-site walkway repairs, and painting.

The City's Strong Neighborhoods Home Improvement program is an excellent resource for property owners to improve the safety and visual quality of their property, yet many residents are not aware of the programs or do not know if they would qualify. Creating an aggressive outreach strategy for distributing information about these housing rehabilitation programs may help target neighborhood residents who could benefit most from this type of program. An outreach strategy would include distribution of application materials and information at neighborhood association meetings, door-to-door contact throughout the neighborhood, and marketing the program at neighborhood events. The Neighborhood Advisory Committee has expressed interest in leading an outreach program to help residents in applying for the loans and grants, and following up on applications.

Developing housing rehabilitation application seminars could be instrumental in helping property owners complete and submit applications for City rehabilitation loans and grants. Neighborhood associations and organizations can also assist housing revitalization efforts by identifying properties in their area that could benefit from the programs and sharing information with those property owners and tenants.

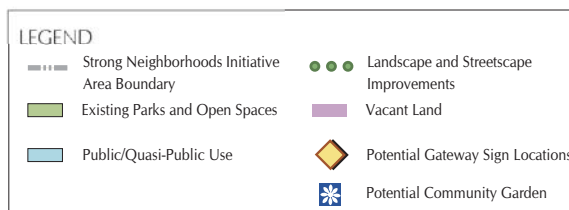
#### **REZONE TO ADDRESS OVERCROWDING**

Community members have suggested addressing overcrowding as a method to preserve the single-family character of the neighborhood. For example, many of the single family areas in Gateway East are zoned R-2, which allows for a duplex on each lot. Residents have suggested rezoning these areas to R-1-8, which allows single-family homes. R-1-8, or single family development, is more in keeping with the character of the community, and will help alleviate impacts of overcrowding, such as impacts on the traffic system, parks, and schools in the areas.

## Community Pride and Involvement

Community pride is an essential element in creating a beautiful neighborhood. If residents and property owners have a sense of pride and ownership in Gateway East and feel a sense of community, they will be more likely to work together to beautify the public spaces of the neighborhood, and to take an active role in improving their own property. Another means of instilling and maintaining neighborhood pride is to initiate an awards program to encourage and recognize exceptional efforts in home and landscape improvements in the neighborhood. An awards program could be developed through neighborhood associations in partnership with the City. Tenants and homeowners alike could be eligible for awards. Recognizing neighborhood achievements in home revitalization and for improving the appearance of public spaces also provides opportunities for neighbors to meet one another and for neighborhood associations to recruit new members. An awards ceremony could be held in conjunction with another community pride event, such as a tree planting event, or a neighborhood clean-up day, which will help involve many community members in neighborhood beautification efforts. Additionally, housing rehabilitation projects and neighborhood clean-up efforts help to spur on members of the community to improve their own property, and creates an overall atmosphere of investment and community pride.





**GATEWAY EAST PROPOSED NEIGHBORHOOD BEAUTIFICATION IMPROVEMENTS**

**FIGURE 7**



## Public Safety and Security



One of the main goals of the Gateway East community is to create a safe and secure environment for all residents. Community residents have suggested several physical improvements, as well as programmatic improvements that will help improve the feelings of safety and security in the area. Strategies for improving community safety and security include increasing police participation in the community, improving public lighting on neighborhood streets and in public spaces, and maintaining and strengthening crime prevention programs in the community.

### Police Participation

Throughout the neighborhood planning process, Gateway East residents have expressed the importance of having active police participation within the community. While this is not a Top Ten Priority Action, it should be noted that improving police participation is a very high priority item for Gateway East residents. Community members feel that increasing police participation and presence in the area will help to decrease criminal activity and improve the overall sense of safety and security in Gateway East. The Community Policing Center (CPC) located at the Tropicana Shopping Center is intended to serve the Gateway East area. The CPC provides a resource for the community, yet many community members are not aware of it, or of the services provided at this location. Additional publicity about the CPC will help Gateway East residents connect with the officers at the Center, and will help them to utilize the resources.

There are several ways to increase police participation in the Gateway East community, and to improve communication between residents and the SJPd. The Police Department would like to maximize existing resources to address the community's concerns and issues, and to create a more visible police presence in Gateway East. For example, Police Department representatives are available to attend

neighborhood association and organization meetings in Gateway East. This provides an excellent forum for the community to bring forward issues, so the police can be more in touch with the concerns of the community.

If there is a specific concern facing the community, such as gang activity, traffic violations, or loitering, the Police Department can send a specialized staff member to address the issue at hand. Community members are also encouraged to report specific locations in the neighborhood which have safety and security issues. For example, community members would like to have additional police presence and enforcement in the alleyway off of Eastgate Avenue, behind the commercial development on Alum Rock Avenue.

Police officers can also give specialized presentations to community groups, on topics such as signed to the areas around schools. If additional police presence is needed at schools around the Gateway East community, residents are encouraged to call the crime prevention unit.

Utilizing the Gateway East Police Department point-person would provide an opportunity for additional police exposure in the community. A point-person/officer could be responsible for outreach to schools and neighborhood organizations and for organizing ongoing crime prevention presentations. Such presentations by police officers to neighborhood organizations and school groups help to educate community members on how they can actively prevent criminal activity from occurring, and how to address it once it has occurred.



Community members would like Police and Code Enforcement attention to the alleyway off of Eastgate Avenue

## Crime Prevention and Gang Abatement Programs

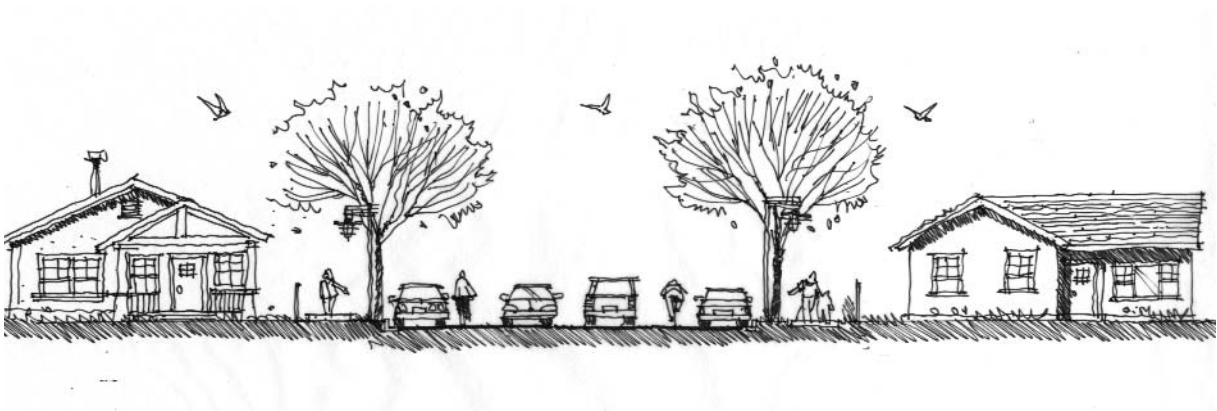
In conjunction with increased police participation in the community, crime prevention and gang abatement programs will also help to create a safe environment in Gateway East. There are several resources existing within the City of San José, such as the Gang Hotline: (408) 293-GANG, The Right Connection, Clean Slate, San José BEST (Bringing Everyone's Strengths Together), the Safe School Initiative Program, Turn it Around, and the Mayor's Gang Prevention Task Force. Gateway East residents should work with the San José Police Department to ensure the continued presence and success of these programs in their community.

In addition to gang abatement programs, there are crime prevention programs that work to avert personal and property crime, such as TABS (Truancy Abatement and Burglary Suppression). Continued participation and support of these programs is essential to creating and maintaining a pleasant and safe atmosphere in the community.

## Public Lighting Improvements

Community residents have expressed the need for public lighting improvements throughout the Gateway East area. Currently, many of the lights are not in working condition, and there are areas without a sufficient number of streetlights, or with streetlights on only one side of the street. Improved public lighting contributes to a safer and more comfortable street environment (Please also see *Top Priority Action #10: Enhance public lighting levels (including lights on private property that help illuminate public areas) as needed throughout the community*). Since insufficient public lighting is an issue throughout the entire SNI planning area, the first step is to complete a review of lighting in the area, and replace or repair the broken streetlights. New street lighting should then be installed where recommended. It is important that street lights are designed and located to provide adequate light for the street and the sidewalk, and are not blocked by trees.

Community members have also mentioned the need for additional lighting at public gathering spaces in the area, such as at Plata Arroyo Park, particularly on the perimeter edge of the park, and at PAL Stadium.



Enhanced street lighting can help to improve the pedestrian environment, and feelings of safety and security

## Retail Revitalization and Character

This improvement concept includes a commercial revitalization strategy to enhance the appearance of and quality of commercial development in the Gateway East area. A central issue for Gateway East residents is attracting and supporting neighborhood serving businesses, such as a grocery store. Improving the appearance of commercial areas will provide several benefits for the neighborhood, including increased overall attractiveness and ambiance, a greater sense of neighborhood pride, increased commercial and retail vitality, and improved property values. Successful retail revitalization in the Gateway East community involves a combination of attracting new retail services to the neighborhood and improving the condition of existing commercial areas.

### Retail Services

As opportunities arise to add new retail uses in the commercial centers in the neighborhood, residents would prefer to see additional family-oriented uses locate here, such as family restaurants, locally owned businesses, and a high-quality grocery store.

Residents have suggested the Foodbowl location on McKee Road, or the former Latin Village Site on Alum Rock Avenue, as a possible location for a high-quality grocery store. The San José Redevelopment Agency can coordinate with grocery store companies and encourage them to locate in or near the Gateway East community.

The owners of the PW Supermarket at the northwest corner of Alum Rock Avenue and Jackson Avenue have expressed interest in improving or expanding the supermarket, and have been working with the Redevelopment Agency and the Planning Division to develop a plan for the property.

## Commercial Revitalization

Healthy retail environments are clean, safe, convenient, and attractive places to do business. The community values its close-to-home, neighborhood-serving retail services. Residents hope to revitalize existing retail, making it more attractive, functional, and serving families in the neighborhood.

A commercial area that is of particular concern to the community is the shopping center at the northeast corner of Alum Rock Avenue and King Road. Plans have been proposed and are currently on hold to redevelop this shopping center. Community members wish to ensure that future uses in this location are neighborhood-serving, and have suggested uses which complement the Mexican Heritage Plaza, such as a coffee shop, family restaurant, or childcare center. Additionally, community members would like to work with the City to encourage the property owners to make interim improvements to the appearance of this shopping center, such as façade and landscaping improvements.

The community has indicated that the liquor store located at the southwest corner of East San Antonio Street and King Road has been the site of recurrent late night noise-generating and loitering activities. They expressed concerns about loitering and reported drug-dealing at the site as well. The community would like the property owner, the City and the community to work together to identify improvements which could be implemented at the site. The site is currently the subject of Code Enforcement actions regarding pay phones and excess signage.



The community would like to see improvements to this existing retail area on Alum Rock Avenue



Community members would like to work with the property owner to improve this site

GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Strategic Action Plan

# Strategic Action Plan

Over the course of the planning process, community members identified many actions and policies that would, if implemented, bring positive changes to the community. This chapter presents the Strategic Action Plan, an overall approach to achieving the community's shared vision to improve the Gateway East area. A "strategy" is defined as a set of policies, actions, and investments that together achieve a broader goal. This section of the Plan describes these policies, actions, and investments as they relate to the goals established by the Gateway East community.



This Plan serves as Gateway East residents' vision of priority improvements for enhancing the neighborhood. Where funding is immediately available for improvements, City staff, community members and other potential partners can move expediently toward implementation. Where funding is currently unavailable, the Plan provides direction, highlighting where City staff and community organizations might focus their efforts in seeking funding for high priority improvements.

There are several funding sources that could be utilized to implement the Strategic Action Plan. First, a minimum of \$120 million will be available to share among all 20 of the Strong Neighborhoods Initiative areas. This \$120 million can only be spent within the Redevelopment Area boundaries for physical improvement projects. However, Redevelopment dollars are not the only source of funds for the projects desired by the Gateway East community. Community Development Block Grants (CDBG) and the City's Capital Improvement Program (CIP) are also traditional means of obtaining funding for neighborhood improvement. Other potential funding sources have been identified for each of the actions that make up the Strategic Action Plan.



The chapter is organized into three sections:

## 1. "Top Ten" Priority Actions

The "Top Ten" Priority Actions are actions identified by the community as high priorities, due to their particular importance and high potential for bringing about positive change in Gateway East. Each priority action is described in detail, providing the necessary information to begin implementation.

## 2. Action Matrix

The Action Matrix lists all of the improvement actions desired by the Gateway East community. The list includes large and small tasks alike, from improving the parks in the community to educating residents about existing City programs and resources. The matrix also lists the priority level (high, medium or low), implementation time-frame (immediate: 0-18 months, short: 0-3 years, medium: 4-6 years, or long: 7+ years), responsible parties (including lead City Departments and additional partners), key City Service Area and potential funding sources for each action.

The Action Matrix is organized by the goal areas listed below (described further in the Goals section presented earlier):

- GOAL A:** Adequate infrastructure improvements;
- GOAL B:** Safe and efficient transportation, circulation, and parking;
- GOAL C:** A safe and secure environment;
- GOAL D:** Attractive and well-maintained residential environment;
- GOAL E:** Land use and economic development opportunities;
- GOAL F:** Neighborhood beautification;
- GOAL G:** Improved and strengthened parks, community facilities and services; and
- GOAL H:** High quality schools and educational programs.

### 3. Implementation

The implementation section details how the actions will be accomplished, and how the goals of the Gateway East Neighborhood Improvement Plan will be realized.

## Top Ten Priority Actions

Actions are the "how to" steps of the Plan, that will, if implemented, bring positive changes to the community. The "Top Ten" Priority Actions represent the improvements that the community is most committed to implementing. These will serve as an action agenda or



Community members working on prioritizing actions

guide to the implementation process that defines where time, resources, and money will be focused. Resource constraints make it impossible to implement all of the actions at once. Rather, early resources should be focused on the actions that matter most – the projects that will make the most tangible difference to residents and local businesses given existing resources.

This section details each of the priority actions identified by the community. The Top Ten Priority Actions were selected from the full Action Matrix, which contains over 100 spe-

cific actions for improving the Gateway East community and is included in this chapter. Priority actions were identified by community members at workshops and refined by NAC members based on one or more of the following criteria, which give an indication of the project's likelihood for successful implementation and neighborhood improvement:

- **Project Cost:** Will the project provide a return on investment? Is the benefit well worth the cost?
- **Funding Availability:** Is funding currently available to implement the project?
- **Time Frame:** Can progress be made within a reasonable time frame?
- **Ease of Implementation:** Is the project a "quick win" – a short-term project that will keep the process moving forward and gain momentum for neighborhood improvement?

- **Catalytic Effect:** Does the project have the potential to have broad ranging positive impacts on the overall quality of the neighborhood? Would investment in this project help initiate or encourage other improvements?
- **Visibility:** Will the project create a visible improvement to the area and send a positive message to the community?
- **Community Support:** Is there strong community consensus around the project?
- **Inclusiveness:** Does the project consider the need to accommodate a maximum number of people in the neighborhood?

The community members, through community workshops and Neighborhood Advisory Committee meetings, provided input on how these priority actions should be implemented. The actions are described in more detail on the following pages.

The list on the next page represents neighborhood improvements that received the most support from the community. They are arranged in order of the level of support each garnered, beginning with the highest priority action. This does not necessarily reflect the order in which they should be implemented, however, since other factors, such as available funding and ease of implementation, can drive the implementation process.

For example, the approved City budget may allow immediate funding for specific types of improvements. Although the community may not have specified this type of improvement as one of their top ten priorities, this type of improvement could be coordinated right away, regardless of whether the other priority actions have been completed. Some actions, such as sidewalk repairs, may require only a short time to complete, while others, such as constructing a new neighborhood center, will take much longer. In any case, the neighborhood desires that steps be taken right away to move forward on as many of the priority actions as possible.



During the Implementation phase, these actions should be periodically re-examined and priorities reset based on existing conditions and past accomplishments.

1. Establish a neighborhood center to provide activities and programs for children and adults.
2. Assess the sanitary sewer system in the Gateway East community, and complete the necessary improvements.
3. Assess and resolve storm drain issues in the Gateway East community.
4. Improve the appearance of residential areas in Gateway East by publicizing the Housing Improvement Program for Strong Neighborhoods Initiative areas and providing assistance for residents to apply for grants and loans to complete home improvements and repairs.
5. Enhance the park and recreation facilities in the Gateway East community, including Plata Arroyo Park and Zolezzi Park, and improving community access to the PAL Stadium.
6. Develop a community garden on the vacant property adjacent to Highway 101, between Alum Rock Avenue and East San Antonio Street.
7. Assess identified street and intersection issues in the community, and complete improvements as needed.
8. Use findings from traffic calming studies to determine appropriate traffic calming measures for problematic areas in Gateway East. If traffic concerns cannot be addressed by basic measures, Level I and II traffic calming should be considered.
9. Complete beautification improvements on the major thoroughfares in the Gateway East community.
10. Enhance public lighting levels (including lights on private property that help illuminate public areas) as needed throughout the community.

## 1 **Establish a neighborhood center to provide activities and programs for children and adults.**

### **ISSUE**

Gateway East residents wish to provide a neighborhood center to serve all residents of the area. Youth and adults in the community would benefit from having a facility with meeting spaces, multi-use classrooms, and educational and cultural programming.

### **DISCUSSION**

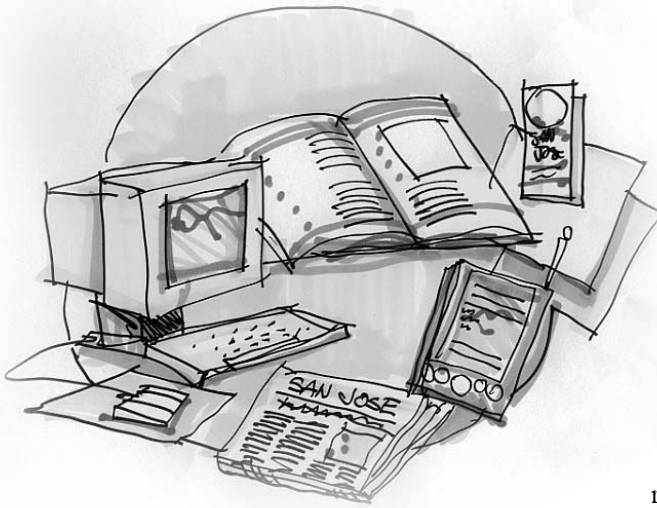
The Gateway East community is in need of facilities that are convenient to the residents. During the planning process, the community visualized a facility that might include recreational facilities, multi-use classrooms and meeting spaces, a homework center, a computer/media center with Internet connections, after school programs, senior services, and educational and cultural programs for children and adults in the community.

The San José City Council has adopted the following three-tiered approach for community centers:

- Multi-service community centers are larger community centers (20,000-40,000 square feet) that are designed to serve as focal points for program delivery in each council district. The multi-service community center in District 5 is the Hank Lopez Community Center, which is located at the intersection of Ocala Avenue and Adrian Way, directly north of the Reid-Hillview Airport.
- Satellite community centers (10,000-20,000 square feet) are provided to augment recreation programs and community services. The existing Mayfair Community Center on Kammerer Avenue currently serves this function. A new community center is funded, and planned to be built to replace the existing Mayfair Community Center. The City's goal is to provide a community facility within 2 miles of each San José resident, and satellite community centers help to achieve this goal.
- Neighborhood centers (1,000-10,000 square feet) are used to provide specific recreation and neighborhood services in cases of high neighborhood need.

Currently, there are plans to provide an approximately 20,000 square foot community center in the location of the existing Mayfair Community Center on Kammerer Avenue. Construction for this community center is scheduled to begin in Spring 2003, and the facility will most likely include: recreation and community services, arts and crafts rooms, a computer lab, children's programs, a small kitchen, and meeting rooms.

All community members are encouraged to attend meetings to discuss the potential services and programs for the Mayfair Community Center. In order to ensure that Gateway East residents have access to the expanded community center, it should be a priority that the Mayfair Community Center is accessible to all surrounding community members, and that no community within the service area should be given any higher priority to the available services and facilities over another community.



Based on the existing and planned community centers in proximity to Gateway East, a neighborhood center could be the most effective way to help meet the needs of the Gateway East residents.

In order to ensure that a neighborhood center meets the needs of the community, a needs assessment should be conducted to identify the types of programs and activities that should be offered at the center. The analysis should utilize the most current data on population, ethnic diversity and socio-economics in order to gain a more accurate assessment of the needs for children, elderly, and other special needs groups. The needs analysis would be the basis for the building program for the facility, which will identify the types and sizes of rooms and other facilities in the

building. A needs analysis will determine which of the community's needs can be met utilizing existing facilities, programs, and resources, and which will need to be provided through a new facility, or through additional programming.

If a needs analysis determines that a facility is needed to provide programs and services in Gateway East, an effort will be made to use a city-owned property to construct a recreation center, or to negotiate with a City agency, non-profit organization, or school district to reach a joint agreement for the use of land for a neighborhood center. Community members have suggested using land at Plata Arroyo Park to construct a neighborhood center, since this property is already owned by the City. Additionally, existing building space may be available for lease, which could be used to provide programming and space to the community on a long term basis.

As an interim measure, Gateway East community members would like to establish a location where they can hold meetings and other community activities. A potential location is the Alum Rock Business Association (ARBA) building on Alum Rock Avenue, west of King Road. This building is approximately 1800 square feet and contains two small offices, a kitchenette, and a meeting room, which can accommodate approximately 35-40 people. This facility is currently leased by the Redevelopment Agency and is vacant. While there will not be programming or services available at this location, it can serve as a central location for community meetings, and neighborhood association and organization events. Other potential locations for Gateway East neighborhood associations and organizations to hold meetings and events include the Mexican Heritage Plaza, the PAL Stadium, Villa Hermosa Senior Center, and the Mayfair Community Center. The City of San José is currently investigating the opportunity to lease space at these locations, to provide meeting and event space on a regular basis for Gateway East.



**ACTION STEPS**

- A. Prepare an inventory of programs and services available to or planned for the residents of the Gateway East area.

*Costs*

Staff costs and volunteer hours

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Redevelopment Agency

Neighborhood Associations and Organizations

Gateway East Implementation NAC

- B. Explore leasing spaces for meeting and events in or near the community, such as the Alum Rock Business Association building, Mexican Heritage Plaza, Mayfair Community Center, PAL Stadium, and the Villa Hermosa Senior Center.

*Costs*

Staff cost (for exploration)

\$60,000-\$70,000 for lease(s)

*Timing*

Immediate-term/Ongoing

*Responsibility*

**Redevelopment Agency**

- C. Conduct a programs/services needs assessment for the Gateway East community.

*Costs*

Staff costs (approximately \$15,000-\$20,000) and volunteer hours

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Redevelopment Agency

Neighborhood Associations and Organizations

Gateway East Implementation NAC

- D.** Conduct a needs assessment of facilities required to support new or expanded programs and services and identify potential locations (including consideration of re-programming at existing facilities).

*Costs*

\$15,000-\$20,000

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Redevelopment Agency

Neighborhood Associations and Organizations

Gateway East Implementation NAC

Non-profit organizations

- E.** Explore the potential for using existing City property or facilities, or creating a joint-use agreement with a non-profit organization or school district. Study existing building space in the community that could be used to provide programming space.

*Costs*

Staff costs

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Redevelopment Agency

Non-profit organizations

School districts

- F.** If the community's needs are not sufficiently met through existing property or facilities, consider sites for new construction.

*Costs*

Staff costs for the site analysis

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Gateway East NAC

Redevelopment Agency

- G.** Build and/or lease the space required for identified community program and activity needs that are not currently being provided.

*Costs*

\$450,000-\$550,000 (for a portable neighborhood center; cost does not include land acquisition and preparation)

*Timing*

Short- to medium-term (0-6 years); the timeframe will be dependent on the results of the community needs assessment

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Redevelopment Agency

- H.** Attend meetings to give input on the programs and facilities available at the Mayfair Community Center.

*Costs*

Volunteer hours and staff costs for community meetings

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Neighborhood Associations and Organizations**

Gateway East Implementation NAC

Community residents

**BENEFITS**

A neighborhood center would provide the Gateway East community with a gathering point for neighborhood organizations, and could be a central location for neighborhood events and meetings. The neighborhood center could also supplement recreation and community programs and services that are currently provided and planned in close proximity of the Gateway East Community.

**PROJECTS UNDERWAY**

- An approximately 20,000 square foot community center is funded, and planned to replace the existing Mayfair Community Center.
- The Redevelopment Agency is exploring the option of using potential locations in the area for interim facilities for Gateway East community meetings and events.

## 2 Assess the sanitary sewer system in the Gateway East community and complete the necessary improvements.

### ISSUE

Sanitary sewer back-ups in Gateway East detract from the overall cleanliness of the community and can cause serious inconveniences for homeowners, residents and businesses.

### DISCUSSION

As many of the housing tracts within Gateway East were first developed in the 1940s, the neighborhood sewer infrastructure is approximately 50-60 years old. Previous sewer evacuations in similar neighborhoods revealed that due to ground subsidence and fluctuating ground water levels, older sewer mains tend to shift with the surrounding soil, creating high and low points. These deviations from line and grade create pockets for grease and solids to settle, reducing the sewer system's efficiency and capacity. These older sewer lines are a likely contributor to sanitary sewer problems in the area. As part of the Gateway East community's goal of providing well-maintained and efficient infrastructure, residents would like the City to complete an assessment of the neighborhood sewer system in order to determine areas in need of repair or replacement.

As part of an overall assessment, the Department of Public Works will analyze record drawings ("as-builts") of the sewer systems and past maintenance records in order to identify recurring problems. Staff will videotape selected portions of the sewer lines to determine where problems are located. This assessment will identify needed repairs and determine the condition and capacity of the sewer system in the neighborhoods. Following the assessment, the City will complete repairs of problem areas and determine if system-wide improvements are necessary.

Property owners are responsible for the maintenance and repair of private sewer laterals, which run from the sewer mains to the home.

If sewer back-ups are the result of problems with the laterals, the homeowner is the responsible party. City maintenance crews will attempt to flush a clogged lateral if the property has an approved sewer clean-out installed within five feet of the back of the sidewalk. Community members have suggested providing financial assistance to residents to help finance installing clean-outs. To help preclude damage to lateral sewer lines, it would be useful to educate residents on the proper techniques and locations to plant trees in the park strip and front yards.

Additionally, grease and food wastes that have been improperly disposed of can cause plugged siphons and sewer system back-ups. It may be helpful to publicize alternative methods of disposing of kitchen grease and food waste to Gateway East residents. Community residents are also encouraged to report illegal dumping of materials into the sewer system by calling the Department of Public Transportation at (408) 277-4373.

#### **ACTION STEPS**

- A. Report sewer problem areas in the community to the Department of Transportation.

*Costs*

There are no costs associated with this action step

*Timing*

Immediate/Ongoing

*Responsibility*

**Gateway East residents and property owners**

- B.** Complete an assessment of the sewer system in Gateway East, including: an analysis of the location and frequency of neighborhood sewer complaints from residents; analysis of existing record drawings of the sewer system; and videotape inspection of key portions of the 33,000 lineal feet of neighborhood sewer mains. Notify Gateway East residents of the date when the sewer assessment will be taking place within the community.

*Costs*  
\$350,000

*Timing*  
Immediate-term (12-18 months)

*Responsibility*  
**Department of Public Works (Design and Construction Division)**  
Redevelopment Agency

- C.** Identify any repair and/or replacement needs in problem areas within the Gateway East sewer system, such as cracked pipes; settlement problems; and open joints, and prepare plans for making repairs and/or replacements.

*Costs*  
\$170,000

*Timing*  
Immediate-term (12-18 months)

*Responsibility*  
**Department of Public Works (Design and Construction Division)**  
Redevelopment Agency

- D.** Complete repairs on sewer mains in Gateway East, as determined by the results of the sewer system assessment.

*Costs*  
Variable, approximate range is \$1,500,000-\$2,500,000

*Timing*  
Short-term (0-3 years)

*Responsibility*  
**Department of Public Works (Design and Construction Division)**  
Redevelopment Agency

- E. If necessary, develop a package of improvement plans for the overall sewer system (beyond spot repairs) in Gateway East.

*Costs*

Dependent on the results of the sewer assessment

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Public Works (Design and Construction Division)**

Redevelopment Agency

- F. Complete major replacements or rehabilitation of sanitary sewer collection systems (if necessary, based on the results of the initial sewer assessment).

*Costs*

\$600,000

*Timing*

Medium-term (4-6 years)

*Responsibility*

**Department of Public Works (Design and Construction Division)**

Redevelopment Agency

- G. Publicize alternative methods of disposing of food waste and grease to Gateway East residents, including through Neighborhood Association newsletters, and notices and flyers included in Environmental Services recycling bills sent out to community residents.

*Costs*

Staff time and volunteer hours

*Timing*

Immediate/Ongoing

*Responsibility*

**Gateway East NAC**

Neighborhood Associations and Organizations

Department of Parks, Recreation, and Neighborhood Services

Environmental Services Division

Department of Public Works



- H.** Investigate providing financial assistance to Gateway East residents to install City approved clean-outs.

*Costs*

Approximately \$2,500 per clean-out location (excluding the restoration of hardscape and assuming the lateral is in serviceable condition).

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Public Works**

Gateway East NAC

Neighborhood Associations and Organizations

Department of Parks, Recreation, and Neighborhood Services

**BENEFITS**

Sewer improvements can help improve the cleanliness of the community, and reduce unpleasant odors in the Gateway East community.

### 3 Assess and resolve any storm drain issues in the Gateway East community.

#### ISSUE

A major concern for Gateway East residents is that a number of streets and driveways in the area do not drain effectively, causing ponding of stagnant and sometimes foul-smelling water.

#### DISCUSSION

The Gateway East area of San José is an older area; the storm drainage system was originally constructed with older design standards, and the system has deteriorated over the years. The age of the storm drainage system, combined with other circumstances including clogged/silted drains, lack of drains or inadequately sited drains, potholes, broken asphalt, buckled sidewalks, curbs and gutters, and streets (often caused by shallow rooted trees), and a lack of curbs and gutters all contribute to the drainage problems that residents in Gateway East experience.

Community residents report that the entire Gateway East area experiences problems with storm drainage. To help isolate where problems are occurring, the City should conduct a survey of the area, and prioritize problem areas for repair. To help identify areas that need improvements, residents should report drainage issues to the Department of Transportation. Throughout the planning process, community members and NAC members have specifically cited storm drainage issues in the following locations: Magellan Avenue, Wilshire Boulevard, Basch Avenue, Melrose Street, Beverly Boulevard, Balboa Avenue, and the southwest corner of the intersection of Virginia Place and 34th Street.

It should be noted that storm drainage improvements, particularly replacement of the entire system, is a very expensive priority action item. The City of San José and the Gateway East NAC will need to



A number of streets in the community experience poor drainage and flooding

explore a number of funding options to pay for these improvements. Potential funding sources include a Benefit Assessment District, and grant funding. City Storm Drain Capital funding and Redevelopment funding are also available sources to help fund to this Top Ten item, but will likely cover only a small portion of the total cost.

#### **ACTION STEPS**

- A.** Report drainage problems on Gateway East streets to the Department of Public Works.

*Costs*

There are no costs associated with this action item

*Timing*

Immediate/Ongoing

*Responsibility*

**Gateway East property owners and residents**

Neighborhood Associations and Organizations

Gateway East NAC

- B.** Survey drainage problems in the community.

*Costs*

\$75,000

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Public Works**

Department of Transportation

- C.** Identify improvement alternatives and determine an appropriate course of action for correcting drainage problems.

*Costs*

\$5,000,000 for preliminary engineering.

*Timing*

Medium-term (4-6 Years)

*Responsibility*

**Department of Public Works**

Department of Transportation

- D.** Conduct low-cost interim repairs in locations with significant drainage problems, where such repairs would be effective (such as cleaning debris out of storm drains).

*Costs*

Costs to be determined

*Timing*

Immediate/Ongoing

*Responsibility*

**Department of Transportation**

- E.** Design and construct drainage improvements.

*Costs*

Undetermined until action steps A and B are completed. A preliminary cost estimate is \$78,000,000. This includes \$63,000,000 for drainage infrastructure and \$15,000,000 to rebuild surface infrastructure.

*Timing*

Long-term (7-10 years)

*Responsibility*

**Department of Public Works**

Department of Transportation

## **BENEFITS**

Resolving drainage issues in the area can contribute to a more sanitary and pleasant community environment.

## **PROJECTS UNDERWAY**

- A storm drainage needs assessment for all of the Strong Neighborhoods Initiative areas was recently completed, and a draft copy is available.



Many residential areas in Gateway East would benefit from home improvements and repairs

#### **4 Improve the appearance of residential areas in Gateway East by publicizing the Housing Improvement Program for Strong Neighborhoods Initiative areas and providing assistance for residents to apply for grants and loans to complete home improvements and repairs.**

##### **ISSUE**

Residents have reported that many residences throughout the area are in disrepair and could benefit from rehabilitation and renovation, both to the exterior and interior of the homes. Improving the appearance of housing in the neighborhood will help to improve the character of the neighborhood as a whole. There are City housing programs to provide assistance to homeowners to improve the appearance and condition of their homes, yet many Gateway East residents are not aware of these programs.

Community pride is an essential element in creating attractive, well-maintained residential areas. If residents and property owners have a sense of pride and ownership in Gateway East, and feel a sense of community, they will be more likely to take an active role in improving their own property.

##### **DISCUSSION**

The San José Housing Department has a Home Improvement Program that is available to homeowners in Strong Neighborhoods Initiative areas. The program provides significant incentives for homeowners to improve the appearance and condition of their homes by providing grants, no-interest loans, and low-interest loans to qualifying homeowners for interior and exterior improvements. The objectives of this program are to have an immediate, positive visual impact on the neighborhood, to provide incentives for homeowners to make improvements, and to support the livability and maintenance of the neighborhood by improving the existing supply of housing.

Qualification for the Home Improvement Program is based on income level. Owner occupied residents whose gross annual income does not exceed Santa Clara median-income level adjusted for family size are eligible for the program. Low-income residents can qualify for both an Exterior Improvement grant of \$25,000, and a Repair grant (usable for interior or exterior repairs) of \$15,000. Median-income residents can qualify for an Exterior grant of \$25,000. Grants do not require re-payment. If the costs of the necessary repairs exceed the grant amount, the City offers no-interest or low-interest (3%) loans. The following chart indicates the eligibility criteria for receiving the loans (as of October, 2002):

	<b>Household Size</b>							
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
Low-Income	51,950	59,400	66,800	74,250	80,200	86,100	92,050	98,000
Median-Income or Less	67,200	76,800	86,400	96,000	103,700	111,350	119,050	126,700

There is a wide range of improvements that are eligible under this Home Improvement Program. Examples of eligible exterior improvements include roof replacement/repairs; exterior paint; landscaping and irrigation; private walkways and driveway repairs; fencing; and exterior front and garage doors. Examples of eligible interior improvements include furnace or water heater repair/replacement, plumbing, handicapped accessibility, electrical, windows/weatherization, and stairway, porch, and deck repairs. In order to ensure that improvements and repairs are in keeping with the character of the neighborhood, the Gateway East NAC can establish guidelines for exterior improvements.

Because the Home Improvement Program is a new program many residents are not aware of its existence or how to apply. The Gateway East community has suggested several ways that NAC members



Gateway East housing stock is a valuable community resource

and other community members could help to publicize this program to other residents, and encourage homeowners to apply for grants and complete improvements. A housing subcommittee, comprised of NAC members, could identify areas within the neighborhood which could benefit from the Housing Improvement Program. After identifying priority areas for the improvement program, subcommittee members could then provide information, pamphlets, and grant applications to neighborhood residents.

As another means of publicizing this program, Gateway East NAC members are encouraged to hold meetings for their neighbors, or for their community associations or organizations about the program. Additionally, Housing Department staff could attend neighborhood association and organization meetings to give presentations about the Housing Improvement Program and about the application process (in English, Spanish, and other languages if required). When Code Enforcement staff conduct sweeps in the Gateway East community or respond to complaints about code violations, they could also provide information about the Housing Improvement Program, since repairs or improvements may help property owners to comply with City Codes. Housing Department Staff and NAC members could help neighborhood residents fill out the grant and loan applications, and Housing Department staff members could provide neighborhood residents with advice and guidance on choosing a contractor to complete repairs and renovations. Community members suggested providing grant and loan applications at a location in Gateway East such as at the Community Coordinator's office. Gateway East residents are encouraged to call the Housing Department (408-277-8403 or 408-277-8406) to ask questions about the program, request assistance in filling out an application, or check on the status of a submitted application.

**ACTION STEPS**

- A.** Form a housing subcommittee for the Gateway East NAC.

*Costs*

*Staff time*

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Gateway East NAC**

Department of Parks, Recreation and  
Neighborhood Services

Housing Department



- B.** Identify areas in the community, which could most benefit from the Housing Improvement Program.

*Costs*

*Staff time*

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Gateway East NAC**

Department of Housing

Department of Planning, Building, and Code Enforcement –  
Code Enforcement Division



- C. Hold meetings for neighborhood associations and organizations or for specific areas of the neighborhood to provide information about the Housing Improvement Program.

*Costs*

Staff time

*Timing*

Immediate/Ongoing

*Responsibility*

**Neighborhood Associations and Organizations**

**Gateway East NAC**

**Housing Department**

Neighborhood Residents

- D. Provide outreach information about and grant applications for the Housing Improvement Program to all Gateway East residents, particularly those in areas that could most benefit from the program and make applications available at one or two publicly accessible locations within the Gateway East area.

*Costs*

Staff time and the cost of developing and printing outreach materials

*Timing*

Immediate/Ongoing

*Responsibility*

**Gateway East NAC**

Neighborhood Associations and Organizations

Housing Department

Code Enforcement Division

- E. Apply for grants and loans for home improvements and repairs.

*Costs*

There are no costs associated with this action step

*Timing*

Immediate/Ongoing

*Responsibility*

**Property owners**

- F.** Assist property and homeowners with completing loan and grant applications, if and when assistance is needed.
- Costs*  
Staff Time
- Timing*  
Immediate/Ongoing
- Responsibility*  
**Housing Department**  
Gateway East NAC  
Neighborhood Associations and Organizations
- G.** Inspect properties to determine the extent of repairs and improvements needed, and the cost of work to be completed.
- Costs*  
Staff time
- Timing*  
Immediate/Ongoing
- Responsibility*  
**Housing Department**
- H.** Provide funding to neighborhood residents to complete home improvements and repairs.
- Costs*  
Unknown at this time, amount of funding needed will depend on the success of the outreach program.
- Timing*  
Immediate/Ongoing
- Responsibility*  
**Housing Department**

**I. Complete home improvements and repairs.**

*Costs*

Private resources and time

*Timing*

Immediate/Ongoing

*Responsibility*

**Property owners**

Gateway East NAC

Neighborhood Associations and Organizations

**BENEFITS**

Rehabilitating residential areas in the Gateway East community will help to improve the overall appearance and character of the neighborhood, and will help to enhance the neighborhood's image.

**PROJECTS UNDERWAY**

- The Housing Improvement Program is in place for residents in the Strong Neighborhoods Initiative areas.

**5 Enhance the park and recreation facilities in the Gateway East community, including Plata Arroyo Park and Zolezzi Park, and improve community access to the PAL Stadium.**

**ISSUE**

The parks and recreational facilities within Gateway East provide important recreational and open space resources for neighborhood residents, and for the greater community. There are opportunities to improve the attractiveness and utility of the facilities for enjoyment of the community.

**DISCUSSION**

Plata Arroyo Park and Zolezzi Park serve Gateway East residents, as well as residents of surrounding communities and neighborhoods. PAL Stadium contains sports facilities, hosts many sports leagues, and serves as a regional facility.

Plata Arroyo Park, located in the Plata Arroyo neighborhood at the northernmost portion of the Gateway East Strong Neighborhoods Initiative area, is a 10.6-acre park, offering sports fields, basketball courts, tot-lot equipment, picnic areas, and open space to serve the neighborhood and the community. Improvements at Plata Arroyo Park will help to create a more comfortable and attractive recreation area for children, and adults. Planting additional trees will create shade areas in the park. Additional plantings and landscaping will help to create a pattern and texture in the park. Community residents have also suggested that a shade structure with picnic tables will provide a park amenity for Gateway East residents and visitors. Lighting around the perimeter of the park and along the park's pathways will help to enhance the



Community members enjoy the recreational resources at Plata Arroyo Park



Improved landscaping and maintenance will enhance the park



park's safety and accessibility, and further discourage loitering and possible illegal activity. Lighting in the interior of the park, particularly along the pathway and around the sports fields, will help to illuminate any illegal after-hours activities in the park. A security fence around the playground area will help to eliminate illegal activity in the park after dark. An additional security measure is to install emergency call boxes in the park.

Community residents have identified the desire for additional tot-lot improvements in the park, and a separate play area with equipment for older children, as well as for restrooms (either modular or permanent restrooms). A water play area at Plata Arroyo Park will also provide a recreational opportunity for children, as well as an attractive landscape feature. Plata Arroyo Park is also a potential location for a neighborhood center for the community (please see Top Ten Priority Item #1). The first step in implementing the improvements in Plata Arroyo Park is to update the Master Plan. It is likely that the improvements at Plata Arroyo Park will occur on a phased basis; some items could be completed in the relatively near future, while others, such as major construction items, will take several years to plan and complete.

There are a number of improvements underway or in the planning stages at Plata Arroyo Park, including renovation of the existing tot-lots (which will be completed in the fall of 2003). A skate park for Plata Arroyo Park, currently in design phases, is scheduled to be completed in the summer of 2004. The community has been working with the Santa Clara Valley Water District to construct a flood control improvement project along Silver Creek in the Plata Arroyo Park area, which will construct a raised levee along the eastern edge of the park, and will also include additional picnic tables, additional landscaping, and turf repair.

Community members have also identified several improvements for Zolezzi Park, which is a smaller (2-acre) neighborhood-serving park located at the intersection of King Road and Hermocilla Way. Simi-

lar to Plata Arroyo Park, Zolezzi Park will benefit from additional landscaping and tree planting, particularly large shade trees. Community residents would also like to have a restroom installed at Zolezzi Park, as well as a basketball court. Currently, Zolezzi Park contains 2 tot-lots, which are heavily used by neighborhood children and parents. Community residents have identified the need to improve and enhance the tot-lot equipment, and also for a separate play area with equipment for older children. Emergency call boxes are a safety feature that could be installed at Zolezzi Park. The first step for improvement of Zolezzi Park is to create a Master Plan for the park, which will incorporate the community's desired improvements and enhancements. Similar to Plata Arroyo Park, it is likely that the improvements at Zolezzi Park will occur in phases.

PAL (Police Athletic League) Stadium is a 16-acre facility located at the intersection of King Road and I-280, at the southernmost end of the Strong Neighborhoods Initiative Area. PAL offers athletic facilities for adult sports leagues and recreational programs for children in the community. PAL Stadium is a regional facility, and Gateway East community members would like to improve access to the facilities for adults and children in the community. NAC members have suggested assisting the PAL Board in applying for grants to obtain funding to complete improvements at the PAL Stadium.



Community members have suggested improving the tot-lot equipment at Zolezzi Park



Pedestrian bridge in Plata Arroyo Park

#### **ACTION STEPS**

##### *Plata Arroyo Park*

**A.** With community input, update the Plata Arroyo Park master plan to review and potentially revise planned park features and determine the best layout and site design for park improvements.

*Costs*  
\$54,000

*Timing*  
Immediate-term (0-18 months)

*Responsibility*  
**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations  
Gateway East NAC

**B.** Complete Phase I improvements in Plata Arroyo Park, as indicated in the Park Master Plan. Phase I improvements could include: landscaping improvements, lighting enhancements, tot-lot improvements, and call box installation.

*Costs*  
\$582,477

*Timing*  
Immediate-term (0-18 months)

*Responsibility*  
**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations  
Gateway East NAC

- C. Complete Phase II improvements in Plata Arroyo Park, as indicated in the Park Master Plan. Phase II improvements could include: installing restrooms, constructing a shade structure with picnic tables, and developing a water play area.

*Costs*

\$781,318

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations

Gateway East NAC

#### *Zolezzi Park*

- D. With community input, complete a Master Plan for Zolezzi Park to include future improvements and the best layout and site design for park improvements.

*Costs*

\$67,500

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations

Gateway East NAC



- E. Complete Phase I improvements in Zolezzi Park, as indicated in the Park Master Plan. Phase I improvements could include: landscaping improvements, lighting enhancements, tot-lot improvements, and call box installation.

*Costs*

\$823,179

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations

Gateway East NAC



- F.** Complete Phase II improvements in Zolezzi Park, as indicated in the Park Master Plan. Phase II improvements could include: installing restrooms and constructing a basketball court.

*Costs*

\$802,248

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations

Gateway East NAC

#### *PAL Stadium*

- G.** Hold community meetings to gather input to determine how to improve access and use of the PAL Stadium for the Gateway East Community, and to gather input about improvements that will best serve the community.

*Costs*

To be determined

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

**PAL Board**

PAL Police Representatives

Neighborhood Associations and Organizations

Gateway East NAC

- H.** Assist the PAL Board in applying for grants to improve the facilities at the PAL Stadium.

*Costs*

Volunteer time

*Timing*

Immediate/Ongoing

*Responsibility*

**Gateway East NAC**

**Neighborhood Associations and Organizations**

PAL Board

## BENEFITS

Having parks and recreation facilities convenient to residential neighborhoods helps build stronger relationships between neighbors and allows children opportunities to safely access play areas. In general, attractive and safe neighborhood parks can improve quality of life and make the community more attractive for Gateway East residents.

## PROJECTS UNDERWAY

- The Santa Clara Valley Water District will be constructing a flood control improvement project along Silver Creek in the Plata Arroyo Park area. These improvements include building a levy along the banks of Silver Creek, which will entail raising the level of the park. It will also include adding more picnic tables, additional landscaping, and turf repair.
- The Playground Renovation Project at Plata Arroyo Park is funded by the Proposition P Bond Measure, and is scheduled to go out to bid in May, 2003. The playground renovations are expected to be completed by November, 2003.
- The skateboard park at Plata Arroyo Park is funded by the Council District Construction Conveyance Tax Fund and the Park Trust Fund. This project is fully funded, and expected to be completed by November, 2004.
- A small boxing gym is being constructed at the PAL stadium, to be completed in July 2003.



PAL Stadium offers opportunities for community recreation

6

## **Develop a community garden on the vacant property adjacent to Highway 101, between Alum Rock Avenue and East San Antonio Street.**



### **ISSUE**

The vacant property adjacent to the Highway 101 sound-wall, between Alum Rock Avenue and East San Antonio Street, is currently unattractive and poorly maintained. Creating a community garden on this space would help to improve the appearance of the area, provide additional green space, and provide an opportunity for neighbors to work collaboratively.

### **DISCUSSION**

Open space is limited in Gateway East. Many residents live in homes with small yards or in multi-family units with no access to space for gardening. The property located adjacent to Highway 101 provides an excellent opportunity to create a community garden. In addition to the obvious benefit of providing space for gardening, community gardens can also draw neighbors together, providing a unique opportunity for neighbors to meet one another.



Future community garden site

This property is owned by Caltrans, and the first step in developing a community garden at this location will be for the City of San José to negotiate a long-term lease or easement of the property. Community meetings should be held and widely publicized to Gateway East residents to ensure participation in the design of the garden, as well as to develop maintenance and membership agreements.

The design of community gardens varies within the City, based on the needs and desires of the community. For example, some communities wish to have plots that are 20 x 30 feet, while others wish to have smaller 10 x 10 foot plots in order to fit additional plots on the site. Additional amenities at the community garden may

include picnic tables and a portable restroom. It is often advisable to have a roadway through the garden to allow for maintenance vehicles. Since the planned community garden site is large, community members have suggested including recreation equipment, such as a basketball court.

#### **ACTION STEPS**

- A.** Enter negotiations with Caltrans regarding a long-term lease of or an easement on the property.

##### *Costs*

Approximately \$10,000 for staff time

##### *Timing*

Immediate-term (0-18 months); although there may be a longer timeframe, depending on Caltrans' schedule

##### *Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

**Department of Public Works, Real Estate Division**

- B.** Hold community meetings to gather public input regarding the garden design.

##### *Costs*

Staff costs, absorbed in City budget and design process costs

##### *Timing*

Immediate-term (0-18 months); the community meetings will occur after the lease or joint use agreement with Caltrans is executed

##### *Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Neighborhood Associations and Organizations

Existing community gardens in San José



- C. Develop design and construction documents for the community garden.

*Costs*

The cost for this step is typically about \$50,000, depending on utility issues on the site

*Timing*

Short-term (0-3 years); this step will be completed within one year of having access to the property

*Responsibility*

**Department of Parks, Recreation and Neighborhood Services**

Redevelopment Agency

Department of Planning, Building, and Code Enforcement

Department of Public Works

- D. Bid and contract the project, and construct the community garden.

*Costs*

The estimated cost for this action step is up to \$150,000, depending on overall garden size and plot size

*Timing*

Medium-term (4-6 years); this action step will take place immediately after design and construction documents are completed

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Department of Public Works

Redevelopment Agency

Neighborhood Associations and Organizations

- E. Establish a garden management board and maintenance procedures.

*Costs*

Minimal costs, absorbed in City budget

*Timing*

Medium-term (0-3 years); this action step will occur within the first 90 days of the garden being completed, and open

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Neighborhood Associations and Organizations

**BENEFITS**

A community garden in Gateway East will provide much needed garden space, will significantly increase the open space in the community, and will improve the appearance and maintenance of the area.

## 7 Assess identified street and intersection issues in the community, and complete improvements as needed.

### ISSUE

During the neighborhood planning process, Gateway East residents indicated that a number of streets and intersections in the area would benefit from improvements to help improve the flow of traffic, and to enhance the overall environment for motorists, pedestrians, and bicyclists.

### DISCUSSION

Street and intersection improvements in the neighborhood would help create more efficient circulation patterns, and would improve the pedestrian environment. Gateway East NAC members and community members have identified several areas in the community which require assessments to determine the appropriate improvements.

The first step in completing street and intersection improvements is to conduct a study of the circulation issue areas to determine the cause of the problems, and to begin to develop the best solutions. Following is a list of circulation issues and suggested improvements that NAC members have developed for further study: (also illustrated in Figure 6 in the Improvement Plan Concepts chapter, Gateway East Street and Traffic Improvement Areas).

- Study intersection improvements for East St. James Street and King Road, and Wilshire Boulevard and King Road to improve pedestrian access across King Road, and access from the Plata Arroyo neighborhood turning onto King Road.
- Improve the intersection at East San Fernando Street and King Road to improve safety and sight distance.
- Improve the left turn access turning north onto King Road at the intersection of East San Fernando Street and King Road.
- Improve the intersection at Eastgate Road and Alum Rock Avenue; consider installing a median at this intersection to assist traffic turning left onto Alum Rock Avenue, and to prevent U-turns.

Examples of intersections in Gateway East which require future study and improvements



- Install a middle turn lane on King Road to assist motorists making a left turn into the back parking lot of the Mexican Heritage Plaza
- Increase the length of the right hand turn pocket eastbound on East San Antonio Street at King Road as a means to help reduce traffic backup into the neighborhood and to reduce traffic congestion at this intersection.
- Install four-way left turn lanes and arrows at the intersection of King Road and Virginia Place/Vollmer way.
- Install four way left turn lanes and arrows at the intersection of King Road and Hermocilla Way/Kammerer Avenue.
- Install a left turn signal eastbound on East San Antonio Street at the intersection of King Road, turning north onto King Road

Appendix B to this plan contains a table with the action steps associated with each of these improvements, and the likely costs to complete the improvements.

#### **ACTION STEPS**

- A.** Conduct an assessment of the identified streets and intersections in Gateway East to determine the best circulation solutions (to be coordinated with a traffic calming plan).

*Costs*

\$20,000

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

- B.** With community input, complete a circulation improvement plan for Gateway East, based on the results of the assessment conducted per action step A.

*Costs*

\$50,000

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Transportation**



**C. Develop priorities for circulation improvements in Gateway East.**

*Costs*

Staff and volunteer time

*Timing*

Short-term (0-3 years)

*Responsibility*

**Gateway East NAC**

**Neighborhood Associations and Organizations**

Department of Transportation

**D. Complete circulation improvements in Gateway East.**

*Costs*

The costs for the circulation improvements suggested by Gateway East community members is \$3,600,000 (excluding right-of-way acquisition costs). This is an approximate cost, and the actual costs will be determined by the results of the assessment completed in Action Step A.

*Timing*

Short- to medium-term (0-6 years)

*Responsibility*

**Department of Transportation**

**BENEFITS**

Street and intersection improvements in the community will help to create a more efficient circulation system, and will enhance the street environment for all modes of transportation.

**8 Use findings from traffic calming studies to determine appropriate traffic calming measures for problematic areas in Gateway East. If traffic concerns cannot be addressed by basic measures, Level I and II traffic calming should be considered.**

**ISSUE**

Gateway East residents report that some residential areas in the community experience cut-through and speeding traffic that detracts from the character of the area and the pedestrian environment, and creates difficulty in crossing streets and accessing schools and community facilities.

Gateway East residents are concerned with what they perceive as cut-through traffic, traffic congestion, and speeding throughout the community. Specific perceptions include: traffic congestion on East San Antonio Street; speeding traffic on King Road between McKee Road and Alum Rock Avenue, and on East San Antonio Street, Virginia Place, Magellan Avenue, Beverly Boulevard, Basch Avenue, Virginia Avenue, Los Suenos Street, 34th Street, and 33rd Street; and cut-through traffic on East San Fernando Street. Community residents have also indicated that speeding traffic is a concern throughout the entire Plata Arroyo neighborhood.

Additionally, residents have identified the following intersections for study to determine if they would benefit from traffic calming: 34th Street and East San Antonio Street, 34th Street and Whitton Street, 34th Street and Virginia Place, 31st Street and East San Antonio Street, Melrose Street and Beverly Boulevard, Eastgate Avenue and Beverly Boulevard, Magellan Avenue and Wilshire Boulevard, Melrose Street and Wilshire Boulevard, and at Basch Avenue and Beverly Boulevard.



Speed bumps are an example of traffic calming

## DISCUSSION

Appendix A to this plan outlines the community's traffic issues, and the Department of Transportation's preliminary responses. Traffic studies should be conducted for Gateway East to determine if a range of possible solutions would create effective traffic calming improvements. A public participation process should be initiated to review possible traffic calming measures. Any definitive traffic calming decisions should be made with active participation and review by affected residents, property owners and neighborhood associations, and approval by the Department of Transportation.

Cut-through and speeding traffic might be addressed using a combination of enforcement, education, and traffic engineering measures. For example, approaches might include installing additional stop signs and increased police presence, deployment of NASCOP (Neighborhood Automated Speed Compliance Program), if warranted, and installation of highly visible crosswalk signs, particularly in areas adjacent to schools.

The City of San José's DOT published a document entitled "Traffic Calming Toolkit: A Community Leader's Guide" in November, 2001. This document details the different levels of traffic calming and the various elements available to the communities, and is a valuable resource for the Strong Neighborhoods Initiative communities to learn about traffic calming measures (available on the City's website: [http://www.ci.san-josé.ca.us/dot/traffic\\_calming.htm](http://www.ci.san-josé.ca.us/dot/traffic_calming.htm) or by calling the Department of Transportation at 408-277-4304).

In general, all traffic calming measures that are implemented, including speed reduction techniques, should be monitored and assessed by the Department of Transportation and Gateway East community members to determine their effect on overall neighborhood traffic conditions.

**ACTION STEPS**

- A.** Conduct traffic calming studies for the primary problematic areas in Gateway East (outlined in Appendix A), working directly with residents of the streets being studied, as well as with local neighborhood associations and organizations and the Gateway East NAC.

*Costs*

\$60,000-\$75,000 (\$20,000-\$25,000 per traffic calming study; three studies will likely be conducted in Gateway East)

*Timing*

Immediate-term (0-18 months)

*Responsibility***Department of Transportation**

Gateway East residents and property owners

Neighborhood Associations and Organizations

San José Police Department

- B.** Report the results of traffic studies to the NAC and the effected community and make recommendations to address traffic concerns expressed by residents. Solicit input from the community for finalizing recommendations.

*Costs*

Costs included in Action Step A.

*Timing*

Immediate-term (0-18 months)

*Responsibility***Department of Transportation**

Gateway East residents and property owners

Neighborhood Associations and Organizations

Department of Planning, Building and Code Enforcement

San José Police Department

- C. Distribute the "Traffic Calming Toolkit: A Community Leader's Guide" to NAC members once it has been determined by DOT that a traffic calming solution might need to be investigated.

*Costs*  
Staff costs

*Timing*  
Immediate-term (0-18 months)

*Responsibility*  
**Department of Transportation**

- D. Implement appropriate basic traffic calming measures for the primary problematic areas in Gateway East, per Action Step B.

*Costs*  
Costs to be determined by the results of the study in Action Step A.

*Timing*  
Short-term (0-3 years)

*Responsibility*  
**Department of Transportation**  
Gateway East residents and property owners  
Neighborhood Associations and Organizations  
Department of Planning, Building and Code Enforcement  
San José Police Department

- E. Following the procedures and guidelines outlined in the Traffic Calming City Council Policy, implement Level I or Level II traffic calming measures as warranted and appropriate, per Action Step B.

*Costs*  
Costs to be determined by the results of the study in Action Step A.

*Timing*  
Short- to medium-term (0-6 years)

*Responsibility*  
**Department of Transportation**  
Gateway East residents and property owners  
Neighborhood Associations and Organizations  
Department of Planning, Building and Code Enforcement  
San José Police Department

**BENEFITS**

Traffic calming studies, which include area-wide impact analyses and experimentation with various speed and congestion reduction techniques, would ensure that money is well spent on traffic calming improvements, and would prevent the shifting of traffic problems from one residential street to another. Attractively designed traffic calming features can be aesthetically pleasing and improve the appearance and livability of Gateway East. Reduced and calmed traffic in residential areas contributes to safer streets for walking and bicycling, less noise pollution, improved neighborhood appearance and ambiance, and potentially increased property values.

## 9 Complete beautification improvements on the major thoroughfares in the Gateway East community.

### ISSUE

Gateway East residents take pride in having a clean, attractive and welcoming neighborhood. The major thoroughfares in the neighborhood, including King Road and East San Antonio Street, should be attractive and well-



Residents have identified King Road as a thoroughfare in the community that could benefit from landscaping improvements

maintained to project a positive community image and ambiance. Currently, portions of the main thoroughfares in the community lack street trees, lighting, and other design features.

### DISCUSSION

The objectives of this Top Priority Action item are to change the community's and the public's perception of the Gateway East neighborhoods, and to help create a sense of place and identity within the area by improving the physical appearance of the major thoroughfares. A top

priority for residents is to improve the character and visual quality of the major thoroughfares, King Road and East San Antonio Street.

Several major streets in the community, including Alum Rock Avenue in the Plan area and the northern portion of King Road in front of the Mexican Heritage Plaza are within the Alum Rock Neighborhood Business District (NBD). Improvements for these street segments have been completed, and are funded outside of the Strong Neighborhoods Initiative process. This top priority action will not focus on the areas within the NBD, but residents may want to consider the design themes in this area and could recommend installing streetscape improvements to match the existing improvements.

The existing streetscape improvements on Alum Rock Avenue include street trees, new sidewalks, and new median improvements. Several façade improvements have been completed on Alum Rock Avenue, and others are planned for the future. While many improvements have already occurred on Alum Rock Avenue, this street should still be considered a priority for the community, since it provides a major entryway into Gateway East. Many improvements for the future are also planned for Alum Rock Avenue, as part of the VTA (Valley Transportation Authority) Downtown East Valley Santa Clara/Alum Rock Project. In order to ensure that Alum Rock Avenue improvements reflect the needs and character of the community, it is essential that Gateway East residents remain aware of and involved in future improvements for this area.



Some streetscape improvements are underway in the community

King Road and Alum Rock Avenue are major commercial arterials within Gateway East, while East San Antonio Street is a collector street, located in a predominantly single-family neighborhood. Therefore, the streetscape improvements for East San Antonio must be at an appropriate scale for a residential neighborhood, while the recommended improvements for King Road are intended to enhance and improve a major commercial street. A combination of improvement strategies can be utilized to enhance the appearance of King Road and East San Antonio Street, with the appropriate strategies designated for each street.

Planting street trees will help to improve the appearance of these major streets. Residents prefer tall canopy trees for plantings along major thoroughfares. Tree height would allow visibility of businesses and residences, and broad canopies would provide shade and an attractive overhead accent. Both King Road and East San Antonio Street could benefit from additional street tree planting.



Neighborhood Associations and Organizations consult with the City Arborist's Office to determine appropriate tree species to plant. The City Arborist's Office has developed a street tree-planting list to ensure that new street trees will be compatible with the given conditions in the Gateway East area. A tree planting event might including collaboration among all Gateway East Neighborhood Associations and Organizations, and could be combined with other community social events (such as Earth Day or Arbor Day celebrations).

Our City Forest, a local non-profit organization, works with individuals and neighborhood groups to facilitate tree-planting projects. As San José's "one-stop shop" for tree planting, Our City Forest provides site assessments, species selections, and tree care plans, as well as necessary permits and clearances. Where possible, tree planting should be coordinated with sidewalk repair. Tree planting should include root barriers where appropriate.

In addition to street tree planting, enhanced street lighting will help to improve the appearance of the major thoroughfares in the community, and will help to improve the feeling of safety and security in the area. Specialty lighting, while more expensive than standard electrolier, can help to create a more attractive pedestrian environment and will help establish a pattern of design unity in the area.

Community members may wish to consider installing specialty lighting on King Road, since it is a major commercial thoroughfare through the community. Through community meetings, residents could select a lighting fixture design that is consistent with community aesthetics.

Creating distinct crosswalk designs can also enhance the streetscape appearance. Using decorative materials, such as colored pavers or colored asphalt, would help to create an attractive street



environment and improve the visibility of crosswalks. Additionally, several intersections across King Road, such as East San Antonio Street, Hermocilla Way, and Virginia Place could benefit from high visible, enhanced crosswalks, in accordance with the City's adopted crosswalk guidelines.

Creating thematic banners posted on light posts or on utility poles is another method to create an identity and distinct sense of place in the Gateway East community, and could enhance King Road and help identify it as a major commercial thoroughfare in the community. Thematic banners, when posted on major thoroughfares, announce to motorists and pedestrians that they have entered a community, and the banners can help express Gateway East's character. Community residents could be invited to take part in designing and constructing the banners, perhaps at a community-wide event or meeting.

Installing decorative trash cans with thematic design elements is also an attractive way of enhancing the community's appearance, and can help with litter maintenance. Decorative trash cans are appropriate on a commercial street, such as King Road. There are currently decorative trashcans on Alum Rock Avenue, and community members may wish to choose a design that matches those on Alum Rock Avenue, or may want to have a unique design for King Road.

Gateway East residents have expressed the desire to have a gateway sign or monument to signify the entrance to the community. A potential location for a gateway sign is at the intersection of Alum Rock Avenue and King Road; a sign at this location could serve as a regional gateway to the east side of San José. Additional signs or monuments with similar design themes could be located throughout the neighborhood at other entry points or major intersections to help create a community identity. The overall cost for Phase I is estimated to be \$1,000,000, and the overall cost for Phase II is estimated to be \$250,000.



Example of a banner in Mayfair

## **ACTION STEPS**

### **PHASE I:**

- A.** Develop a streetscape master plan for East San Antonio Street and King Road.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Redevelopment Agency**

Department of Planning, Building, and Code Enforcement

Gateway East NAC

- B.** Develop a tree planting schedule for completing new street tree planting on major thoroughfares in Gateway East.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation (Landscape Services Division, City Arborist's Office)**

Gateway East NAC

Redevelopment Agency

Neighborhood Associations and Organizations

Department of Parks, Recreation, and Neighborhood Services

- C.** Plant street trees as per Action Step B.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation (Landscape Services Division, City Arborist's Office)**

Gateway East NAC

Redevelopment Agency

Neighborhood Associations and Organizations

Department of Parks, Recreation, and Neighborhood Services

Our City Forest

- D. Monitor the maintenance of newly planted street trees; supplement maintenance efforts as necessary and feasible.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation (Landscape Services  
Division, City Arborist's Office)**

Gateway East NAC

Neighborhood Associations and Organizations

Redevelopment Agency

- E. Gather community input on the style of new street lights on major thoroughfares in Gateway East. (Note: lighting is to be installed as per Top Ten Action Item #10).

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

Redevelopment Agency

Gateway East NAC

Neighborhood Associations and Organizations

- F. Install additional lighting fixtures on major thoroughfares.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Public Works**

Gateway East NAC

- G.** Assess the existing crosswalks on King Road and East San Antonio Street to determine which locations would benefit from crosswalk enhancements.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Transportation**

Gateway East NAC

- H.** Design crosswalk enhancements.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Transportation**

- I.** Install crosswalk enhancements.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Department of Transportation**

- J.** Gather community input on the design of thematic banners (to be installed on King Road only).

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Parks, Recreation, and Neighborhood Services**

Neighborhood Associations and Organizations

Gateway East NAC

- K. Consult with the Department of Public Works to determine the suitability of the lightposts, and install decorative thematic banners on King Road.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Redevelopment Agency**

**Department of Public Works**

Neighborhood Associations and Organizations

Gateway East NAC

- L. Install decorative trash cans on King Road and East San Antonio Street.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Environmental Services Division**

**Redevelopment Agency**

## **PHASE II:**

- A. Design a gateway feature (or features) for the Gateway East community.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Convention, Arts and Entertainment**

**Gateway East NAC**

**Neighborhood Associations and Organizations**

Redevelopment Agency

Planning, Building and Code Enforcement

**B.** Install a gateway feature (or features) in designated locations in Gateway East.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Redevelopment Agency**

Department of Public Works

#### **BENEFITS**

Visual enhancements to the major thoroughfares will contribute to a more attractive environment in the community, will help to create a unique sense of place and identity for Gateway East, and, by changing the public's perception of the area, could increase private investment.

#### **PROJECTS UNDERWAY**

- Medians on King Road at the intersection of Alum Rock Avenue were recently completed

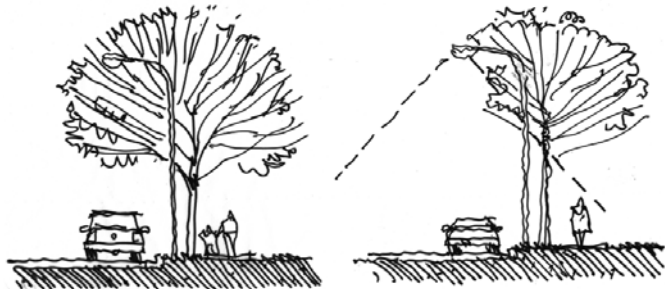
## 10 Enhance public lighting levels (including lights on private property that help illuminate public areas) as needed throughout the community.

### ISSUE

Many areas within the Gateway East community could benefit from improved lighting. There are many areas in Gateway East which lack adequate street lighting, where street lights are broken, or where trees obstruct the lights.

### DISCUSSION

In some instances, overgrown trees simply need to be trimmed so that existing light fixtures can function adequately. Other areas lack lighting altogether and could benefit from street light fixtures or wall-mounted security lights. Improving lighting on residential streets will help contribute to a safe, comfortable pedestrian environment. It is important that new lighting installed in the community is at a low enough level so that it is not blocked by trees, and will illuminate the sidewalk and the street. Lighting enhancements in commercial areas and in neighborhood parks may help to deter loitering and vandalism.



Specific locations for potential lighting improvements should be identified through a community lighting assessment (action step "A"). Community members are encouraged to report broken street lights to the Department of Transportation by calling (408) 277-5571 or emailing [street.lights@ci.sj.ca.us](mailto:street.lights@ci.sj.ca.us).

In addition to public lighting, improving lighting in Gateway East can also include installing additional lights on commercial buildings.



**ACTION STEPS**

The total costs for lighting improvements in the Gateway East Strong Neighborhoods Initiative Area is \$623,704.

- A. Conduct a survey of existing lighting conditions to identify lights blocked by trees, lights in need of repairs, and areas lacking lighting.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

Neighborhood Associations and Organizations

- B. Trim trees that are blocking existing street lights and other public space lights.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

- C. Report lights in need of repair.

*Timing*

Ongoing

*Responsibility*

**Gateway East Residents and Property Owners**

Neighborhood Associations and Organizations

Department of Transportation (City Arborist)

- D. Repair streetlights identified in the survey.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

- E. Prioritize specific public areas in the community that could benefit from new public and/or private lighting improvements.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Gateway East NAC**

Neighborhood Associations and Organizations

Department of Public Works

- F. Identify funding for new lighting.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Transportation**

Gateway East NAC

- G. Install lighting were needed.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Department of Public Works**

- H. Investigate the feasibility of forming an improvement district to help finance additional new light fixtures.

*Costs*

In the past several years, the cost of forming an improvement district was \$125,000. Additional funds are also needed for the lighting improvements.

*Timing*

Immediate-term (0-18 months)

*Responsibility*

**Neighborhood Associations and Organizations**

Department of Public Works

- I. Develop incentive programs to encourage commercial property owners to mount security lights on buildings.

*Timing*

Short-term (0-3 years)

*Responsibility*

**Neighborhood Associations and Organizations**

Property Owners

#### **BENEFITS**

Improved lighting in the Gateway East Strong Neighborhoods Initiative Area will contribute to community safety and security.

#### **PROJECTS UNDERWAY**

- New streetlights are proposed at the intersections of Magellan and St. James and Magellan and Beverly. The project is funded and substantial completion is expected by Spring, 2003

## Action Matrix

The matrix presented on the following pages is intended as a guide to realizing the community's shared vision for the future. Although the top priority actions detailed in the previous section were highlighted by the community as being of particular importance, each of the actions listed in the Action Matrix articulate a piece of the community's vision and should be initiated as soon as possible. The implementation of any one of the improvement actions would bring Gateway East closer to the community's desired future.

The Action Matrix is by the following categories that reflect overall plan goals:

- A. Adequate infrastructure improvements
- B. Safe and efficient transportation, circulation, and parking
- C. A safe and secure environment
- D. Attractive and well maintained residential environment
- E. Land use and economic development opportunities
- F. Neighborhood beautification
- G. Improved and strengthened parks, community facilities, and services, and
- H. High quality schools and educational programs

For each action, the matrix provides information on the implementation timeframe, responsible parties and partners, City Service Areas and potential funding sources. Top priority actions have been highlighted with shaded boxes. The acronyms listed in the matrix are defined in the *Glossary of Acronyms* located at the end of this chapter.

**GOAL A: ADEQUATE INFRASTRUCTURE IMPROVEMENTS**

*APPROACH: Maintain and complete public infrastructure improvements throughout Gateway East to ensure that infrastructure meets the needs of the community*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
I	<b>Top Priority Action #2:</b>  Assess the sanitary sewer system in the Gateway East community, and complete the necessary improvements	Short-Medium	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ Residents and Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> <li>▪ SJRA</li> <li>▪ CDBG</li> </ul>
	A. Report sewer problem areas in the community to the Department of Transportation at (408) 277-4373	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Residents &amp; Property Owners</b></li> </ul>		
	B. Complete an assessment of the sewer system in Gateway East, including: an analysis of the location and frequency of neighborhood sewer complaints from residents; analysis of existing record drawings of the sewer system; and videotape inspection of key portions of the 33,000 lineal feet of neighborhood sewer mains. Notify Gateway East residents of the date when the sewer assessment will be taking place within the community.	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ SJRA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	C. Identify any repair and/or replacement needs in problems areas within the Gateway East sewer system, such as cracked pipes, settlement problems; and open joints, and prepare plans for making repairs and/or replacements	Immediate (12-18 months)	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ RDA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	D. Complete repairs on sewer mains in Gateway East, as determined by the results of the sewer system assessment	Short	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ RDA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Grant funding</li> </ul>
	E. If necessary, develop a package of improvement plans for the overall sewer system (beyond spot repairs) in Gateway East	Short	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ RDA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	F. Complete major replacement or rehabilitation of sanitary sewer collection systems (if necessary, based on the results of the initial sewer assessment).	Medium	<ul style="list-style-type: none"> <li>▪ <b>DPW</b> (Design and Construction Div.)</li> <li>▪ RDA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
I cont.	G. Publicize alternative methods of disposing of food waste and grease to Gateway East residents, including through Neighborhood Association newsletters, and notices and flyers included in the Environmental Services recycling bills sent out to community residents.	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> <li>▪ ESD</li> </ul>	▪ RACS	▪ City budget
	H. Investigate providing financial assistance to Gateway East residents to install City approved clean-outs	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> </ul>	▪ EAUS	▪ City budget
2	<b>Top Priority Action #3:</b>  Assess and resolve any storm drain issues in the Gateway East community	Short	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ <b>DOT</b></li> </ul>	▪ EAUS	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ City storm drain capital funding</li> <li>▪ Grant funding</li> <li>▪ SJRA</li> <li>▪ Assessment District</li> </ul>
	A. Report drainage problems on Gateway East streets to the Department of Public Works (Residents have specifically mentioned issues on the following streets: Magellan, Wilshire, Basch, Melrose, Beverly, Balboa, and the southwest corner of the intersection of 34 <sup>th</sup> and Virginia Place)	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners and residents</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>		
	B. Survey drainage problems in the community	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ DOT</li> </ul>	▪ EAUS	▪ City budget
	C. Identify improvement alternatives and determine an appropriate course of action for correcting drainage problems	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ DOT</li> </ul>	▪ EAUS	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ City storm drain capital funding</li> </ul>
	D. Conduct low-cost interim repairs in locations with significant drainage problems; where such repairs would be effective (such as cleaning debris out of storm drains)	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	▪ TS	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
2 cont.	E. Design and construct drainage improvements	Long	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ DOT</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ City storm drain capital funding</li> <li>▪ Grant funding</li> <li>▪ SJRA</li> <li>▪ Assessment District</li> </ul>
3	Repair gas leaks throughout Gateway East	Short	<ul style="list-style-type: none"> <li>▪ <b>PG&amp;E</b></li> <li>▪ Property owners and residents</li> </ul>		<ul style="list-style-type: none"> <li>▪ Private Resources</li> <li>▪ PG&amp;E Funds</li> </ul>
	A. Notify PG&E immediately regarding any suspected gas leak	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property owners and residents</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
	B. Replace the gas lines throughout the neighborhood where necessary	Short	<ul style="list-style-type: none"> <li>▪ <b>PG&amp;E</b></li> </ul>		<ul style="list-style-type: none"> <li>▪ PG&amp;E Funds</li> </ul>
	C. Ensure that repair work is a priority for PG&E	Short	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Property owners and residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
4	Repair water leaks in Gateway East	Short	<ul style="list-style-type: none"> <li>▪ <b>SJ Water Company</b></li> <li>▪ <b>DPW</b></li> <li>▪ <b>Prop. Property owners and residents</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJ Water Co. Funds</li> <li>▪ Private Resources</li> <li>▪ Housing Rehabilitation grants and loans</li> </ul>
	A. Residents should report water leaks to the San Jose Water Company	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property owners and residents</b></li> </ul>		
	A. Complete an assessment of water pipes in Gateway East, and determine the source of the leaks	Immediate	<ul style="list-style-type: none"> <li>▪ <b>SJ Water Co.</b></li> <li>▪ DPW</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJ Water Co. Funds</li> </ul>
	B. Complete repairs, based on the results of the assessment	Short	<ul style="list-style-type: none"> <li>▪ <b>SJ Water Co.</b></li> <li>▪ DPW</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJ Water Co. Funds</li> <li>▪ Private Resources</li> <li>▪ Housing Rehabilitation grants and loans</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
5	Improve the quality of water (smell and taste) in the neighborhood	Short	▪ <b>SJ Water Co.</b>		▪ San Jose Water Company funds
	A. Assess the water supply system in the community to determine if repairs or replacements are necessary	Short	▪ <b>SJ Water Co.</b>		▪ San Jose Water Company funds
	B. Based on the results of the water system assessment, complete any necessary repairs and replacements to the infrastructure in the community	Short	▪ <b>SJ Water Co.</b>		▪ San Jose Water Company funds
	C. Call the San Jose Water Company at (408) 279-7900 regarding any questions or concerns about water quality in Gateway East	Immediate/ Ongoing	▪ <b>Property Owners and Residents</b>		▪ There are no costs associated with this action step
6	Evaluate the cost and feasibility of undergrounding utilities on East San Antonio Street and on Alum Rock Avenue	Long	▪ <b>DPW</b> ▪ Nbhd. Assoc. and Orgs. ▪ PG & E	▪ EAUS	▪
	A. Explore funding sources for undergrounding utilities	Medium	▪ <b>DPW</b> ▪ <b>Nbhd. Assoc. and Orgs.</b> ▪ PG & E ▪ PBCE	▪ EAUS	▪ Assessment District ▪ Grant funding
	B. Continue to require new development to underground utility lines	Short/ Ongoing	▪ <b>DPW</b> ▪ PBCE	▪ EAND	▪ Developer fees ▪ CIP ▪ Utility providers



**GOAL B: SAFE AND EFFICIENT TRANSPORTATION, CIRCULATION AND PARKING**

*APPROACH: Provide safe and efficient pedestrian and vehicular circulation, public transportation, and parking systems in the Gateway East community.*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Street/Intersection Improvements</b>				
7	<b>Top Priority Action #7:</b> Assess identified street and intersection issues in the community (outlined in Appendix A), and complete improvements as needed	Immediate, Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	A. Conduct an assessment of the identified streets and intersections in Gateway East to determine the best circulation solutions.	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. With community input, complete a circulation improvement plan for Gateway East, based on the results of the assessment completed as per action step A.	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA funds</li> </ul>
	C. Develop priorities for circulation improvements in Gateway East	Short	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ DOT</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	D. Complete circulation improvements in Gateway East	Short-Medium	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA funds</li> </ul>
8	Repair road patches on King Road	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	<b>Traffic Calming Measures</b>				
9	<b>Top Priority Action #8:</b> Use findings from traffic calming studies to determine appropriate traffic calming measures for problematic areas in Gateway East (outlined in Appendix B). If traffic concerns cannot be addressed by basic measures, Level I and II traffic calming should be considered.	Immediate, Short, and Medium	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ TDA grants</li> <li>▪ CAP grants</li> <li>▪ CDBG funds</li> <li>▪ SJRA funds</li> </ul>
	A. Conduct traffic calming studies for the primary problematic areas in Gateway East (outlined in Appendix B), working directly with residents of the streets being studied, as well as with local neighborhood associations and organizations and the Gateway East NAC	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA funds</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
9 cont.	B. Report the results of the traffic studies to the NAC and the effected community and make recommendations to address traffic concerns expressed by residents. Solicit input from the community for finalizing recommendations.	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs, NAC</li> <li>▪ PBCE</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA funds</li> </ul>
	C. Distribute the “Traffic Calming Toolkit: A Community Leader’s Guide” to NAC members once it has been determined by DOT that a traffic calming solution might need to be investigated.	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	D. Implement appropriate basic traffic calming measures for the primary problematic areas in Gateway East, as per Action Step B	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PBCE</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ TDA grants</li> </ul>
	E. Following the procedures and guidelines outlined in the Traffic Calming City Council Policy, implement Level I or Level II traffic calming measures as warranted and appropriate, as per Action Step B	Medium	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PBCE</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ TDA grants</li> <li>▪ SJRA funds</li> </ul>
	<b>Parking</b>				
10	Develop an overall parking solution and implementation plan for the community	Short-medium	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ PBCE</li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
10 cont.	A. Hold a meeting with the NAC to determine the location of parking problems in the community, and establish a prioritization for addressing them	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ PBCE</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
11	Increase Code Enforcement, particularly focusing on the illegal home occupations, which lead to parking congestion.	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Code Enforcement Div.)</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
12	Explore strategies with community to improve Street Sweeping. Such strategies could include, for example, informal noticing, street signs posting the hours, or enforced no parking during street sweeping hours.	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
13	Expand enforcement of parking regulations	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (Parking Compliance)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
14	Paint the curbs on the corners of Eastgate Avenue with red paint to signify “No Parking” zones	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
15	Explore policy options to deter illegal parking on neighborhood streets (such as permit parking) particularly along Basch Avenue and Magellan Avenue, to reduce on-street parking by non-residents	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (Parking Compliance)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
16	Increase vehicle abatement activities	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Code Enforcement Div.)</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Encourage residents to call the vehicle abatement hotline (408) 277-5305 to report illegally parked vehicles	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners and Residents</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>		

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
17	Explore strategies to reduce truck traffic and parking along Alum Rock	Immediate	▪ <b>DOT</b>	▪ TS	▪ City budget
	A. Determine the owners of the trucks, and initiate discussions to re-route the trucks	Immediate	▪ <b>DOT</b>	▪ TS	▪ City budget
	B. Investigate the feasibility and appropriateness of a "No Truck Parking" sign on Alum Rock	Immediate	▪ <b>DOT</b>	▪ TS	▪ City budget
	<b>Pedestrian Environment</b>				
18	Install sidewalks on East San Antonio in areas which currently lack sidewalks	Short	▪ <b>DOT</b> ▪ DPW	▪ TS	▪ City budget
19	Construct a sidewalk on San Antonio Court	Short	▪ <b>DOT</b> ▪ DPW	▪ TS	▪ City budget
20	Repair the sidewalk along Virginia Place and 34 <sup>th</sup> Street	Short	▪ <b>DOT</b> ▪ DPW	▪ TS	▪ City budget ▪ Curb and Sidewalk Repair and Grant Pgm.
21	Conduct a survey of sidewalk conditions to determine the locations that require ADA enhancements. The community requests that surveys be focused on: Virginia Avenue, East San Antonio Street, King Road, and the streets in the Plata Arroyo neighborhood area	Immediate	▪ <b>DOT</b> ▪ Nbhd. Assoc. and Orgs. ▪ Gateway East NAC	▪ TS	▪ City budget
22	Establish priority locations for curb cuts, taking into account locations that will serve those with physical disabilities	Immediate	▪ <b>DOT</b> ▪ Nbhd. Assoc. and Orgs. ▪ Gateway East NAC	TS	▪ City budget
23	Based on the results of the sidewalk assessment, construct ADA enhancements where needed, focusing on priority locations first.	Short	▪ <b>DOT</b> ▪ DPW	▪ TS	▪ City budget
24	Consider providing crossing guards for intersections on King Road at the following locations:	Immediate	▪ <b>SJPD</b>	▪ PSS	▪ City budget
	▪ Virginia Place/Vollmer Avenue				
	▪ Wilshire Boulevard				
	▪ Hermocilla Way/Kammerer Drive				
	▪ East San Antonio Street				

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
25	Install time displays on pedestrian signals at the intersection of King Road and Hermocilla Way / Kammerer Drive, across from the Senior Center	Immediate	▪ <b>DOT</b>	▪ TS	▪ City budget
	<b>Public Transportation</b>				
26	Improve VTA bus service throughout the neighborhood and in adjacent areas	Short	▪ <b>VTA</b>		▪ VTA funding
	A. Explore the development of new bus routes and increasing service on existing routes	Short	▪ <b>VTA</b>		▪ VTA funding
	B. Explore extending hours of bus service	Short	▪ <b>VTA</b>		▪ VTA funding
27	Encourage VTA to provide bus shelters in the area	Immediate	▪ <b>Nbhd. Assoc. and Orgs.</b> ▪ Gateway East NAC ▪ PBCE	▪ EAND	
28	Ensure that the community remains aware of and involved in future improvements as part of the VTA East Valley Santa Clara Alum Rock Project	Immediate/ Ongoing	▪ <b>PBCE</b> ▪ Nbhd. Assoc. and Orgs. ▪ Gateway East NAC	▪ EAND	▪ City budget
	<b>Enforcement</b>				
29	Increase police surveillance of the community and enforcement of traffic laws to deter speeding	Immediate	▪ <b>SJPD</b>	▪ PSS	▪ City budget
30	Install the NASCOP program in the community to monitor speeding traffic and issue citations	Immediate	▪ <b>SJPD</b>	▪ PSS	▪ City budget
	A. Request and support NASCOP through a petition submitted to the SJPD	Immediate	▪ <b>Nbdh. Assoc. and Orgs.</b> ▪ <b>Gateway East NAC</b>	▪ PSS	
	B. Install NASCOP where warranted	Immediate	▪ <b>SJPD</b>	▪ PSS	▪ City Budget
31	Encourage residents to call the Department of Transportation and the Police Department to report traffic violations in the community	Immediate/ Ongoing	▪ <b>Nbdh. Assoc. and Orgs.</b> ▪ <b>Gateway East NAC</b>	▪ RAC	▪ City budget

**GOAL C: A SAFE AND SECURE ENVIRONMENT**

*APPROACH: Utilize physical improvements, such as street lighting, along with programmatic elements including increased police participation in the community to maintain a safe and secure environment*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
32	Increase police participation and presence in the Gateway East community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ SJPD</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Invite beat officers to attend neighborhood association and organization meetings.	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Org.</b></li> <li>▪ Gateway East NAC</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Improve outreach and communication about existing crime prevention programs, and how to contact the Police Department	Immediate	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	C. Expand the Neighborhood Watch program in the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners and Residents</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG</li> </ul>
	D. Work with community groups to determine the appropriate types and levels of Police assistance needed to address specific community concerns	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	E. Establish a Gateway East point-person within the SJPD	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	F. Increase publicity about the Community Policing Center (CPC) located at Story Road and King Road	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
33	Work to eliminate gangs and drug dealing activity throughout the community, and specifically on Virginia Avenue	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ PRNS</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Property Owners and Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Increase police patrol on Virginia Avenue	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Encourage community members to report gang activity to the police department's Gang Task Force	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> <li>▪ Property Owners and Residents</li> <li>▪ SJPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	
	C. Work with the community to employ and sustain gang abatement measures throughout the neighborhood	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ Property Owners and Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
34	Address youth activity on the northeast and southwest corners of King Road and East San Antonio Avenue, by increasing police awareness of the problem and police presence in the area	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJPD</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ Property Owners and Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
35	Increase the Code Enforcement presence throughout the neighborhood	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Code Enforcement Division)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG funds</li> </ul>
	A. Increase the number of Code Enforcement Officers and Driveway Team Inspectors in future budget years	Short	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Code Enforcement Division)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG funds</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
35 cont.	B. Encourage community members to report code complaints to the Code Enforcement Department (408) 277-4528	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)	▪ EAND	▪ City budget
	C. Conduct proactive Code Enforcement sweeps in the community, in addition to complaint based inspections	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)	▪ EAND	▪ City budget
	D. Improve outreach to educate residents and property owners about City codes and improvement programs	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)  ▪ PRNS  ▪ Nbhd. Assoc. and Orgs.	▪ EAND  ▪ RAC	▪ City budget  ▪ CDBG funds
36	Address illegal businesses in homes throughout the neighborhood	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)	▪ EAND	▪ City budget
	A. Encourage community members to report code complaints regarding illegal businesses to the Code Enforcement Department (408) 277-4528	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)	▪ EAND	▪ City budget
37	Utilize code enforcement officers to ensure the removal of non-permitted car sales throughout the community	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division)	▪ EAND	▪ City budget
38	Encourage the merchants at the Pink Elephant Shopping Center to put away chairs after business hours to eliminate youth activity in that area	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Division and Planning Division)	▪ EAND	▪ City budget
	<b>Street Safety</b>				
39	Repave areas of neighborhood streets that have loose gravel	Immediate	▪ <b>DOT</b>	▪ TS	▪ City budget
40	Review the adequacy of street and sidewalk surfacing for safe travel throughout the community, and specifically on Los Suenos, the Thunderbird area, and Virginia Place	Immediate	▪ <b>DOT</b>  ▪ Nbhd. Assoc. and Orgs.  ▪ Gateway East NAC	▪ TS	▪ City budget



	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
41	Repair cracked sidewalks throughout the community	Immediate/Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ DPW</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sidewalk grants program</li> <li>▪ City budget</li> </ul>
	A. Educate Gateway East residents about available grant programs for sidewalk repair	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ PBCE</li> <li>▪ PRNS</li> <li>▪ DOT</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	B. Conduct a complete survey of the sidewalks in Gateway East to determine which sidewalks are in need of improvements	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	C. Notify property owners about required sidewalk repairs	Immediate	<ul style="list-style-type: none"> <li>▪ DOT</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	D. Obtain a sidewalk repair permit from the Department of Transportation	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Property Owners</b></li> <li>▪ DOT</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	
	E. Complete sidewalk repairs	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Property Owners</b></li> <li>▪ DOT</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Curb and Sidewalk Repair and Grant Pgm.</li> <li>▪ Private Resources</li> </ul>
	F. Apply for a sidewalk repair grant reimbursement	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Property Owners</b></li> <li>▪ DOT</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Curb and Sidewalk Repair and Grant Pgm.</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
42	Improve the safety of the streets and sidewalks around the neighborhood schools	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ <b>School districts</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ School district funding</li> </ul>
	A. Conduct a study to determine improvements for areas around neighborhood schools	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ <b>School districts</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Improve the drop-off and pick up area at the Anne Darling Elementary School and San Antonio Elementary School	Immediate	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grant funding</li> <li>▪ School district funding</li> <li>▪ City budget</li> </ul>
	C. Improve the traffic patterns at the gas station on McKee Road to help improve the pedestrian safety and access to Ann Darling Elementary School	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
43	Install higher safety nets and repair broken safety nets at golf course on King Road	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
44	<b>Top Priority Action #10:</b> Enhance public lighting levels (including lights on public property that help illuminate public areas) as needed throughout the community	Immediate/ Short	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ DOT</li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG funds</li> </ul>
	A. Conduct a survey of existing lighting conditions to identify lights blocked by trees, lights in need of repairs, and areas lacking lighting	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Trim trees that are blocking existing street lights and other public spaces	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	C. Report lights in need of repair	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners and Residents</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ DOT (City Arborist)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	D. Repair streetlights identified in the survey	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
44 cont.	E. Prioritize specific public areas in the community that could benefit from new public and/or private lighting improvements	Immediate	<ul style="list-style-type: none"> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ DPW</li> </ul>	▪ EAUS	▪ City budget
	F. Identify funding for new lighting	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Gateway East NAC</li> </ul>	▪ EAUS	▪ City budget
	G. Install lighting where needed	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> </ul>	▪ EAUS	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG funds</li> </ul>
	H. Investigate the feasibility of forming an improvement district to help finance additional new light fixtures	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ DPW</li> </ul>	▪ EAUS	▪ City budget
	I. Develop incentive programs to encourage commercial property owners to mount security lights on buildings	Short	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Property owners</li> </ul>	▪ EAUS	▪ Private funding

**GOAL D: ATTRACTIVE AND WELL MAINTAINED RESIDENTIAL ENVIRONMENT***APPROACH: Revitalize, improve, and preserve the housing stock in the community.*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
45	<b>Top Priority Action #4:</b> Improve the appearance of residential areas in Gateway East by publicizing the Housing Improvement Program for Strong Neighborhoods Initiative areas and providing assistance for residents to apply for grants and loans to complete home improvements and repairs	Immediate/Short	<ul style="list-style-type: none"> <li>▪ Housing Depart.</li> <li>▪ Gateway East NAC</li> <li>▪ Property Owners and Residents</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Housing funds</li> </ul>
	A. Form a housing subcommittee for the Gateway East NAC	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ PRNS</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Identify areas in the community, which could most benefit from the Housing Improvement Program	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Housing Dept.</li> <li>▪ PBCE (Code Enforcement Division)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Housing funds</li> </ul>
	C. Hold meetings for neighborhood associations and organizations, or for specific areas of the community to provide information about the Housing Improvement Program	Immediate/Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> <li>▪ Housing Dept.</li> <li>▪ Property Owners and Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ Housing funds</li> </ul>
	D. Provide outreach information about and grant applications for the Housing Improvement Program to all Gateway East residents, particularly those in areas that could most benefit from the program, and make applications available at one or two publicly accessible locations within the Gateway East area	Immediate/Ongoing	<ul style="list-style-type: none"> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Housing Dept.</li> <li>▪ PBCE (Code Enforcement Division)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Housing funds</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
45 cont.	E. Apply for grants and loans for home improvements and repairs	Immediate/ Ongoing	▪ <b>Property Owners</b>	▪ EAND	
	F. Assist property and homeowners with completing loan and grant applications, if and when assistance is needed	Immediate/ Ongoing	▪ <b>Housing Dept.</b> ▪ Gateway East NAC ▪ Nbhd. Assoc. and Orgs.	▪ EAND	▪ Housing funds
	G. Inspect properties to determine the extent of repairs and improvements needed, and the cost of work to be completed	Immediate/ Ongoing	▪ <b>Housing Dept.</b>	▪ EAND	▪ Housing funds
	H. Provide funding to Gateway East residents to complete home improvements and repairs	Immediate/ Ongoing	▪ <b>Housing Dept.</b>	▪ EAND	▪ Housing funds
	I. Complete home improvements and repairs	Immediate/ Ongoing	▪ <b>Property owners</b> ▪ Gateway East NAC ▪ Nbhd. Assoc. and Orgs.	▪ EAND	▪ Housing funds
46	Investigate instituting a lawn seed program and tree planting program in Gateway East to help homeowners improve the appearance of their lawns	Immediate/ Ongoing	▪ <b>SJRA</b> ▪ <b>Housing</b> ▪ Gateway East NAC ▪ Nbhd. Assoc. and Orgs. Our City Forest	▪ EAND	▪ SJRA ▪ Grants ▪ Housing funds
47	Encourage property owners to take an active role in caring for their properties	Immediate/ Ongoing	▪ Gateway East NAC ▪ Nbhd. Assoc. and Orgs.	▪ EAND	
48	Improve outreach to help property owners to utilize available Federal and State grants and loans for housing rehabilitation	Immediate/ Ongoing	▪ <b>Gateway East NAC</b> ▪ Nbhd. Assoc. and Orgs. ▪ Housing Dept.	▪ EAND	▪ Housing funds

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
49	Improve the condition of the apartments on Virginia Avenue (use the apartments on Poco Way as an example)	Short	<ul style="list-style-type: none"> <li>▪ <b>Property Owners</b></li> <li>▪ Housing Dept.</li> <li>▪ PBCE (Code Enforcement)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ Private resources</li> <li>▪ Housing funds</li> <li>▪ City budget</li> </ul>
50	Encourage the inclusion of retail and community services in new housing developments	Short/ Medium	<ul style="list-style-type: none"> <li>▪ PBCE</li> <li>▪ Property Owners</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
51	Recommend that the City require that developers of new apartments provide new parks and open space within new projects rather than pay the Park Dedication fees	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Property Owners</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
52	Recommend additional measures to the City to mitigate the impacts of new affordable/high density housing development on the existing neighborhoods	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Ensure that traffic impacts and other impacts of any new high-density development in the community are mitigated sufficiently	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Ensure that public infrastructure, including schools and parks, can accommodate new development before construction begins	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	C. Address impacts of overcrowding on the community resulting from new development	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
53	Work with the community to explore the possibility of rezoning areas that have predominantly single family detached residential land use from R-2 to R-1-8 to preserve the single family detached character of the neighborhoods	Short	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Planning Division)</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
54	Recommend that the City require that developers give priority to existing residents for the sale or rental of new affordable housing units	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Developers</b></li> <li>▪ <b>Housing Dept.</b></li> <li>▪ Gateway East NAC</li> </ul>	▪ EAND	<ul style="list-style-type: none"> <li>▪ Housing funds</li> <li>▪ Private resources</li> </ul>
55	Assist existing residents in the community in qualifying for loans for new housing	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Housing Dept.</b></li> <li>▪ Developers</li> <li>▪ Gateway East NAC</li> </ul>	▪ EAND	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
56	Partner with private developers to develop affordable housing in the community for teachers, and other public service workers	Short	<ul style="list-style-type: none"> <li>▪ <b>Housing Dept.</b></li> </ul>	▪ EAND	<ul style="list-style-type: none"> <li>▪ Grant programs</li> <li>▪ Private funding</li> <li>▪ Non profit organizations</li> <li>▪ Housing funds</li> </ul>
57	Address overcrowding in the neighborhood by reporting illegal garage conversions and illegal house divisions to the Code Enforcement Division	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners and Residents</b></li> <li>▪ PBCE (Code Enforcement Division)</li> </ul>	▪ EAND	
58	Provide ongoing reports to the community on proposed development projects in and adjacent to the Gateway East SNI area	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> </ul>	▪ EAND	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

**GOAL E: LAND USE AND ECONOMIC DEVELOPMENT OPPORTUNITIES**

*APPROACH: Encourage economic development and utilization of opportunity sites in the Gateway East community, and encourage neighborhood serving retail uses on appropriate sites.*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Development Opportunities</b>				
59	Encourage additional retail (such as a new super market) and commercial development in the neighborhood, including destinations and activities for families and children	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>OED</b></li> <li>▪ SJRA</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Private investment</li> </ul>
60	Encourage more restaurants to locate in the area	Short	<ul style="list-style-type: none"> <li>▪ <b>OED</b></li> <li>▪ <b>PBCE</b></li> <li>▪ SJRA</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Private investment</li> </ul>
61	Encourage appropriate development that is compatible with the neighborhood at the strip mall at the northeast corner of the intersection of King Road and Alum Rock Avenue	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ OED</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Private investment</li> </ul>
	A. Encourage uses that complement the Mexican Heritage Center at this location, such as a coffee shop, restaurant, childcare center, or community center	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ OED</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Private investment</li> </ul>
	B. Encourage the property owner and developer to undertake physical improvements to property, including landscaping and façade improvements	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ <b>PBCE</b></li> <li>▪ Property Owner</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG</li> <li>▪ Private investment</li> </ul>
	C. Ensure that no eminent domain powers are used to acquire the strip mall property without obtaining the community's input	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>
62	Encourage a full service super market to locate in or adjacent to the neighborhood (possible sites are Food Bowl and PVV Super sites)	Immediate	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City Budget</li> <li>▪ SJRA</li> </ul>
	A. Investigate potential sites for a super market location	Immediate	<ul style="list-style-type: none"> <li>▪ <b>OED</b></li> <li>▪ SJRA</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City Budget</li> <li>▪ SJRA</li> </ul>
63	Ensure that any new development on the vacant lots adjacent to the golf course is compatible with the community, and does not negatively impact the surrounding neighborhood	Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Community</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>



	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
64	Work with the City and the community to preserve the existing civil defense siren on the west side of Eastgate Avenue, near the intersection with Alum Rock Avenue	Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Community</li> </ul>		
	<b>Commercial Revitalization</b>				
65	Institute façade improvements in the Business District along Alum Rock	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ Property owners and merchants</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ City budget</li> <li>▪ Private investment</li> </ul>
	A. Identify specific properties or blocks to improve	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Property Owners and residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>
66	Improve the physical appearance and the safety and security at the liquor store at the southwest corner of San Antonio Street and King Road	Short	<ul style="list-style-type: none"> <li>▪ <b>Property Owner</b></li> <li>▪ SJPD</li> <li>▪ PBCE (Code Enforcement)</li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ PSS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Private investment</li> <li>▪ SJRA</li> <li>▪ City budget</li> </ul>

**GOAL F: NEIGHBORHOOD BEAUTIFICATION**

*APPROACH: Create an attractive and well-maintained community, including streets and public spaces.*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Landscape/Streetscape</b>				
67	<b>Top Priority Action #9:</b> Complete beautification improvements on the major thoroughfares in the Gateway East community	Immediate/Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ DPW</li> <li>▪ PBCE</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG funding</li> <li>▪ CAP grants</li> </ul>
	<b>Phase I</b>				
	A. Develop a streetscape plan for East San Antonio Street and King Road	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ SJRA</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CAP grants</li> </ul>
	B. Develop a tree planting schedule for completing new street tree planting on major thoroughfares in Gateway East	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (City Arborist's Office)</li> <li>▪ Gateway East NAC</li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our City Forest funding</li> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	C. Plant street trees as per Action Step B.	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (City Arborist's Office)</li> <li>▪ Gateway East NAC</li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> <li>▪ Our City Forest</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CAP grants</li> <li>▪ Our City Forest funding</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
67 cont.	D. Monitor the maintenance of newly planted street trees; supplement maintenance efforts as necessary and feasible	Immediate	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (City Arborist's Office)</li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ SJRA</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	E. Gather community input to choose a style for public lighting on major thoroughfares in Gateway East	Immediate	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>
	F. Install additional lighting fixtures on major thoroughfares	Short	<ul style="list-style-type: none"> <li>▪ <b>DPW</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> <li>▪ SJRA</li> </ul>
	G. Assess the existing crosswalks on King Road and East San Antonio Street to determine which locations would benefit from crosswalk enhancements	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	
	H. Design crosswalk enhancements	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ City Budget</li> </ul>
	I. Install crosswalk enhancements	Short	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ City Budget</li> </ul>
	J. Gather community input on the design of thematic banners	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CAP grant</li> </ul>
	K. Consult with the Department of Public Works to determine the suitability of lightposts, and install decorative thematic banners on King Road	Immediate	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ <b>DPW</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ CAP Grant</li> <li>▪ San Jose Beautiful Grant</li> </ul>
	L. Install decorative trashcans on King Road and East San Antonio Avenue	Immediate	<ul style="list-style-type: none"> <li>▪ <b>ESD</b></li> <li>▪ <b>SJRA</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Phase II</b>				
67 cont.	A. Design a gateway feature (or features) for the Gateway East community	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Convention Arts, and Ent.</b></li> <li>▪ <b>Gateway East NAC</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ SJRA</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ Grants</li> </ul>
	B. Install a gateway feature (or features) in designated locations in Gateway East	Short	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> <li>▪ DPW</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> <li>▪ Grants</li> </ul>
68	Work with private property owners to beautify East St. James Street with landscaping improvements	Short	<ul style="list-style-type: none"> <li>▪ <b>Plata Arroyo Nbhd. Assoc.</b></li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grants</li> </ul>
69	Improve the maintenance of landscaping in public areas in the community, such as park strips, medians, and public parks	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Private Resources.</li> <li>▪ San Jose Beautiful Grants</li> <li>▪ Cap Grants</li> <li>▪ Housing funds</li> </ul>
70	Trim street trees throughout the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (Landscape Div., City Arborist)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
71	Plant additional street trees in areas of the neighborhood which currently lack trees and shade canopy	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (Landscape Div., City Arborist)</li> <li>▪ Our City Forest</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our City Forest funding</li> <li>▪ CAP Grant</li> <li>▪ San Jose Beautiful Grant</li> <li>▪ Private Resources</li> </ul>
	A. Complete an assessment of the neighborhood, to determine which streets lack trees	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ DOT (Landscape Div., City Arborist)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our City Forest funding</li> <li>▪ CAP Grant</li> <li>▪ San Jose Beautiful Grant</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
71 cont.	B. Organize a neighborhood tree-planting program in Gateway East	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>
72	Beautify freeway medians, entrances, and exits along Highway 101	Short/ Medium	<ul style="list-style-type: none"> <li>▪ Caltrans</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> <li>▪ TS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Caltrans funding</li> </ul>
	A. Coordinate beautification effort with Caltrans and assess available funding	Short	<ul style="list-style-type: none"> <li>▪ Caltrans</li> </ul>		
	B. Determine if individual community agreements with Caltrans for ramp upkeep exist	Short	<ul style="list-style-type: none"> <li>▪ <b>Caltrans</b></li> <li>▪ <b>DOT</b> (Landscape Div.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	
	C. Work with Caltrans to ensure that they maintain the freeway medians	Short/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>DOT</b> (Landscape Div.)</li> <li>▪ <b>DPW</b></li> <li>▪ Community members</li> </ul>	<ul style="list-style-type: none"> <li>▪ TS</li> </ul>	
73	Screen or buffer the garbage cans behind the strip commercial center located at Eastgate Avenue and Alum Rock Avenue	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Property Owners</b></li> <li>▪ <b>SJRA</b></li> <li>▪ PBCE (Code Enforcement Div. and Planning Div.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	
	<b>Neighborhood Clean-Up</b>				
74	Pursue funding and resources for community initiated clean-up events	Immediate/ Short	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ CAP grant</li> </ul>
75	Hold community clean-up events	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ CAP grant</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
76	Conduct a community clean-up on Virginia Avenue, with large dumpsters available	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>Gateway East NAC</b></li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ CAP grant</li> </ul>
77	Discourage residents from leaving leaves and grass from gardening jobs in the street earlier than one night before pickup (since it can cause storm drainage problems)	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>Gateway East NAC</b></li> <li>▪ ESD</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	
78	Distribute the Neighborhood Development Center's "Let's Talk Trash" guide to community leaders to help organize clean-up events	Immediate	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ PRNS</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CAP grant</li> </ul>
79	Improve outreach and advertising for clean-up related information hotlines, including the Adopt-a-Park (408) 277-2277 and Adopt-A-Street (408) 277-3611 programs	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>ESD</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ SJRA</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAUS</li> </ul>	<ul style="list-style-type: none"> <li>▪ CAP grant</li> </ul>
80	Encourage Gateway East residents to participate in the City volunteer anti-graffiti program (408) 277-2758	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PRNS (Anti-Graffiti Program)</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ PRNS budget (Anti-Graffiti Program)</li> </ul>
81	Encourage future private development on the vacant lots at the end of Los Suenos Avenue and require as a condition of permit approval the improvement of the dirt street at the end of Los Suenos Avenue	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b></li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	
82	Increase awareness/outreach of the City's Shopping Cart Ordinance and participation in efforts to reduce stray and abandoned shopping carts in the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PBCE</b> (Code Enforcement Div.)</li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CDBG</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Code Enforcement</b>				
83	Strengthen code enforcement response to blighted properties in the neighborhood	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Div.)	▪ EAND	▪ City budget
	A. Take enforcement action utilizing the Blight Ordinance that applies to duplexes and multi-family housing	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Div.)	▪ EAND	▪ City budget
	B. Encourage community residents to report problems first to property owners, and then to Code Enforcement (if the issues is not resolved), for a Complaint Inspection	Immediate/ Ongoing	▪ <b>Property owners and residents</b> ▪ Nbhd. Assoc. and Orgs. ▪ Gateway East NAC	▪ EAND	
84	Work closely with property owners to correct poor garbage management	Immediate/ Ongoing	▪ <b>PBCE</b> (Code Enforcement Div.) ▪ <b>ESD</b>	▪ EAND ▪ EAUS	▪ City budget

## GOAL G: IMPROVED AND STRENGTHENED PARKS, COMMUNITY FACILITIES AND SERVICES

*APPROACH: Provide inclusive, well-maintained and accessible parks, community facilities and services to meet the needs of the community, serving all ages and ethnicities.*

	Strategy/Action	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	<b>Neighborhood Center</b>				
85	<b>Top Priority Action #1:</b> Establish a neighborhood center to provide activities and program for children and adults	Immediate, Short, and Medium	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Grant funding</li> </ul>
	A. Prepare an inventory of programs and services available to or planned for the residents of the Gateway East area	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ Grant funding</li> </ul>
	B. Explore leasing spaces for meeting and events at locations in or near the community, such as the Alum Rock Business Association Building, Mexican Heritage Plaza, Mayfair Community Center, PAL Stadium, and the Villa Hermosa Senior Center	Immediate/Ongoing	<ul style="list-style-type: none"> <li>▪ <b>SJRA</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ EAND</li> </ul>	<ul style="list-style-type: none"> <li>▪ SJRA</li> </ul>
	C. Conduct a programs/services needs assessment for the Gateway East community	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	D. Conduct a needs assessment of facilities required to support new or expanded programs and services, and identify potential locations (including consideration of reprogramming at existing facilities)	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>



	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
85 cont.	E. Explore the potential for using existing City property or facilities, or creating a joint-use agreement with a non-profit organization or school district. Study existing building space in the community that could be used to provide programming space.	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> <li>▪ Non-profit organizations</li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	F. If the community's needs are not sufficiently met through existing property or facilities, consider sites for new construction	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Gateway East NAC</li> <li>▪ SJRA</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	G. Build and/or lease the space required for identified community program and activity needs, that are not currently being provided	Short-medium	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ SJRA</li> </ul>	<ul style="list-style-type: none"> <li>▪ RACS</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	H. Attend meetings to give input on the programs and facilities planned for the new Mayfair Community Center	Short	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> <li>▪ Residents</li> </ul>	<ul style="list-style-type: none"> <li>▪ RACS</li> </ul>	
	<b>Park Improvements</b>				
86	<b>Top Priority Action #5:</b> Enhance the park and recreation facilities in the Gateway East community, including Plata Arroyo Park and Zolezzi Park and the PAL Stadium	Immediate, Short, and Medium	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ PAL Board</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Park Bond funding</li> <li>▪ SJRA</li> </ul>
	A. With community input, update the Plata Arroyo master plan to review and potentially revise planned park features and determine the best layout and site design for park improvements	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> </ul>
	B. Complete Phase I improvements in Plata Arroyo Park, as indicated in the Park Master Plan. Phase I improvements could include: landscaping improvements, lighting enhancements, and tot-lot improvements	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
86 cont.	C. Complete Phase II improvements in Plata Arroyo Park, as indicated in the Park Master Plan. Phase II improvements could include: installing restrooms, constructing a shade structure with picnic tables, and developing a water feature area.	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG grants</li> </ul>
	D. With community input, complete a Master Plan for Zolezzi Park to include future improvements and the best layout and site design for park improvements	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA grants</li> </ul>
	E. Complete Phase I improvements in Zolezzi Park, as indicated in the Park Master Plan. Phase I improvements should include: landscaping improvements, lighting enhancements, and tot-lot improvements	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG grants</li> </ul>
	F. Complete Phase II improvements in Zolezzi Park, as indicated in the Park Master Plan. Phase II improvements could include: installing restrooms and constructing a basketball court	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ SJRA</li> <li>▪ CDBG Grants</li> </ul>
	G. Hold community meetings to gather input to determine how to improve access and use of PAL Stadium for the Gateway East Community, and to gather input about improvements that will best serve the community	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>PAL Board</b></li> <li>▪ PAL Police rep.</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ PAL funding</li> </ul>
	H. Assist the PAL Board in applying for grants to improve the facilities at the PAL Stadium	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ PAL Board</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	
87	Preserve Emma Prusch Park in its natural state	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Parks Bond</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
	<b>Community Garden</b>				
88	<b>Top Priority Action #6:</b> Develop a community garden on the vacant property adjacent to Highway 101, between Alum Rock Avenue and East San Antonio Road	Immediate, Short, and Medium	▪ <b>PRNS</b>	▪ RAC	▪ SJRA ▪ City budget ▪ CDBG grants ▪ CAP grants ▪ SJ Beautiful Grants
	A. Enter negotiations with Caltrans regarding a long-term lease of or an easement on the property	Immediate	▪ <b>PRNS</b> ▪ <b>DPW, Real Estate Division</b>	▪ RAC	▪ City budget
	B. Hold community meetings to gather public input regarding the garden design	Immediate	▪ <b>PRNS</b> ▪ Nbhd. Assoc. and Orgs.	▪ RAC	▪ City budget
	C. Develop design and construction documents for the community garden	Short	▪ <b>PRNS</b> ▪ SJRA ▪ PBCE ▪ DPW	▪ RAC	▪ City budget ▪ SJRA
	D. Bid and contract the project, and construct the community garden	Medium	▪ <b>PRNS</b> ▪ DPW ▪ SJRA ▪ Nbhd. Assoc. and Orgs.	▪ RAC	▪ SJRA ▪ City budget ▪ Grant funding
	E. Establish a garden management board and maintenance procedures	Medium	▪ <b>PRNS</b> ▪ Nbhd. Assoc. and Orgs.	▪ RAC	▪ City budget
	<b>Creek/Trail Improvements</b>				
89	Construct trails along Silver Creek from Fred Watson Park to Lake Cunningham and from Plata Arroyo Park to Penitencia	Medium	▪ <b>PRNS</b> ▪ SCVWD ▪ Nbhd. Assoc. and Orgs. ▪ Gateway East NAC	▪ RAC	▪ City budget ▪ Grant funding ▪ SCVWD funding

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
90	Conduct creek clean-ups in the neighborhood	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>SCVWD</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> <li>▪ Creek Connection Action Group</li> </ul>	▪ EAUS	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ CAP grants</li> </ul>
	A. Coordinate neighborhood clean-up efforts with the Santa Clara Valley Water District (SCVWD)	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>SCVWD</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ Creek Connection Action Group</li> </ul>	▪ EAUS	
	<b>PAL Improvements</b>				
91	The City should coordinate with the PAL Board to provide programs to benefit the community, and share funding resources	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>PAL Board</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	▪ RAC	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
92	Encourage PAL to provide a meeting space and activities for senior citizens	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>Gateway East NAC</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ PAL Board</li> </ul>	▪ RAC	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
93	Improve the lighting under the freeway at PAL Stadium	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>PAL Board</b></li> </ul>	▪ RAC	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ PAL funding</li> <li>▪ Grants</li> </ul>
94	Re-seed the playing fields at the PAL Stadium	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>PAL Board</b></li> </ul>	▪ RAC	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ PAL funding</li> <li>▪ Grants</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
95	Re-surface the track at PAL Stadium	Short-Medium	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>PAL Board</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ PAL funding</li> <li>▪ Grants</li> </ul>
	<b>Programs and Services</b>				
96	Complete an assessment of the programs and services that are offered in the community or in the immediate vicinity (Also see Top Priority Action #1: Establish a neighborhood center to provide activities and programs for children and adults)	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
97	Develop strategies to develop affordable and accessible childcare services in the community, both for residents and for people who work in the area	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Non-profit funding</li> <li>▪ Grants</li> </ul>
98	Provide educational assistance after school programs such as homework centers and tutoring centers to serve elementary school, middle school, and high school students	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ Non-profit organizations</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ School district funding</li> <li>▪ City budget</li> <li>▪ Non-profit funding</li> <li>▪ Grants including CDBG</li> </ul>
	A. Widely advertise after school programs, including the location and times of programs, and the sign-up procedures	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School districts</li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ School district funding</li> <li>▪ City budget</li> </ul>
99	Offer computer training classes for elementary school, middle school, and high school students	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School districts</li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ School district funding</li> <li>▪ Non-profit funding</li> <li>▪ Grants including CDBG funding</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
100	Expand after school and weekend recreational programs for children and youth in the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School District</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> <li>▪ Grants including CDBG</li> </ul>
	A. Coordinate with neighborhood schools and with PAL to offer additional after school activities and programs in the neighborhood	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ PAL Board</li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ School district funding</li> <li>▪ City budget</li> <li>▪ Grants including CDBG</li> </ul>
	B. Coordinate with neighborhood schools to provide outdoor activities for children	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School districts</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ School district funding</li> <li>▪ CDBG</li> </ul>
	C. Develop programs for youth on Virginia Avenue	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
101	Employ skilled recreation leaders for children's recreation programs in the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
102	Provide computer training classes for adults in the Gateway East community	Short/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
103	Offer ESL courses for adults in the community	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
	A. Support existing ESL (English as a Second Language) programs in the area at the Mayfair Community Center and at the Family Resource Center	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>
	B. Offer ESL courses in combination with childcare	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> <li>▪ Non-profit funding</li> </ul>
104	Provide additional programs for senior citizens in the community, including field trips, arts and crafts programs, a senior nutritional program, and social events	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
105	Widely distribute the neighborhood "Troubleshooter" inventory of City programs and services	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School districts</li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Assoc. and Orgs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City Budget</li> <li>▪ CAP grants</li> </ul>
106	Develop a program schedule or newsletter focused on programs offered throughout the year in the immediate community	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Update the schedule or newsletter to accommodate shifting seasonal programs		<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	B. Include the schedule with neighborhood association newsletters and distribute it to local schools and churches		<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	
107	Invite community leaders and/or City staff to present descriptions of available community programs/services at community meetings, neighborhood events, and neighborhood association meetings	Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Gateway East NAC</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RACS</li> </ul>	
108	Explore providing a mobile medical clinic or a medical facility to serve schools in the area	Short	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>School District</b></li> <li>▪ County Health and Hospital System</li> <li>▪ Non-profit organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ County funding</li> <li>▪ Grant funding</li> </ul>
109	Support efforts to preserve the San Jose Medical Center at 13 <sup>th</sup> and Santa Clara	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	
	A. Monitor Medical Center announcements regarding plans for changes to the facility or its program	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> </ul>		
	B. Advocate the preparation of a hospital needs assessment study	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> </ul>		

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
110	Support the Mayfair Strong Neighborhoods Initiative area's efforts to build a new library in the area	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	
111	Provide a mobile library service in the community	Short	<ul style="list-style-type: none"> <li>▪ San Jose Library</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Grant funding</li> <li>▪ CDBG</li> </ul>



**GOAL H: HIGH QUALITY SCHOOLS AND EDUCATIONAL PROGRAMS**

*APPROACH: Coordinate with school districts to improve and strengthen facilities, programs, and educational opportunities at schools serving the Gateway East community.*

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
I 12	Build partnerships with local schools (Ann Darling Elementary School and East San Antonio Elementary School) to improve the appearance of school sites and the condition of recreation facilities	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>Gateway East NAC</b></li> <li>▪ School districts</li> <li>▪ Non-profit orgs.</li> <li>▪ Property owners and residents</li> <li>▪ PBCE</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ Private funding</li> <li>▪ Grants</li> </ul>
I 13	Hold clean-up days at neighborhood schools to improve the appearance and cleanliness of school grounds	Immediate	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> <li>▪ Nbhd. Parents and kids</li> <li>▪ PRNS</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ School district funding</li> <li>▪ CAP grant</li> </ul>
I 14	Evaluate Alum Rock school district and San Jose Unified School District and identify problems to be solved in order to improve the quality of education	Short	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>Gateway East NAC</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
	A. Work to improve the school districts' relationships with the community		<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	
	B. Continue to stay involved and keep the school districts informed of concerns		<ul style="list-style-type: none"> <li>▪ <b>Cmty. Members</b></li> <li>▪ <b>School districts</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
114 cont.	C. Consider partnering in appropriate ways to support the school districts in its performance improvements with community support		<ul style="list-style-type: none"> <li>▪ <b>City Council</b></li> <li>▪ School districts</li> <li>▪ Community</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> </ul>
115	Investigate the potential of creating joint-use agreements with neighborhood schools for the use of recreational areas	Immediate	<ul style="list-style-type: none"> <li>▪ <b>PRNS</b></li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ City budget</li> <li>▪ School district funding</li> <li>▪ CDBG</li> </ul>
116	Improve the nutritional quality of the School Food Program in neighborhood schools	Immediate	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ Non-profit organizations</li> <li>▪ Nbhd. parents</li> <li>▪ PTA</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ School district funding</li> <li>▪ Grant funding</li> </ul>
117	Build relationships between educators and parents to strengthen schools	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>PTA</b></li> <li>▪ Gateway East NAC</li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grant funding</li> <li>▪ School district funding</li> </ul>
	A. Encourage more parental involvement in the neighborhood schools, and provide education and outreach for the parents about methods to be involved	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>Nbhd. Assoc. and Orgs.</b></li> <li>▪ <b>PTA</b></li> <li>▪ Gateway East NAC</li> <li>▪ School districts</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grant funding</li> <li>▪ School district funding</li> </ul>
	C. Improve teachers' involvement in schools	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ <b>PTA</b></li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grant funding</li> <li>▪ School district funding</li> </ul>

	<b>Strategy/Action</b>	<b>Time Frame</b> Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	<b>Lead Responsibility &amp; Other Partners</b>	<b>City Service Areas</b>	<b>Potential Funding Sources</b>
117 cont.	D. Develop incentives to retain high-quality teachers at neighborhood schools	Immediate/ Ongoing	<ul style="list-style-type: none"> <li>▪ <b>School districts</b></li> <li>▪ PTA</li> <li>▪ Nbhd. Assoc. and Orgs.</li> <li>▪ Gateway East NAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ RAC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Grant funding</li> <li>▪ School district funding</li> </ul>

GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Implementation

# Implementation

This Neighborhood Improvement Plan represents the first step in making improvements in the Gateway East community. The Plan sets forth a set of ideas and actions that serve as a focus for continued community participation in working toward achieving neighborhood improvement actions. This Plan should be treated as a “living document” by which goals, objectives, core values and big ideas are reconsidered and redefined as actions are accomplished and new actions are considered.

The adoption of this Gateway East Neighborhood Improvement Plan does not constitute the final decision on specific actions, but rather provides a framework for future actions. As each action item is implemented, there will be chances for community review of the steps to be taken to advance the project.

A well-defined implementation program is essential to completing the priority actions of the Gateway East Neighborhood Improvement Plan. Strategies and action steps outlined in the previous section are the key ingredients to successful plans. However, they require a great deal of leadership and commitment from City departments and agencies, local businesses, as well as continuing involvement of the Neighborhood Advisory Committee (NAC) and other community groups in responsibly guiding the Gateway East Neighborhood Improvement Plan into the future.

## ROLE OF THE NEIGHBORHOOD ADVISORY COMMITTEE

The Neighborhood Advisory Committee, or NAC, has been the lead group in working with the community to develop the Neighborhood Improvement Plan. This committee has successfully created a vision for the community, and has developed priority actions which will help to achieve the community vision.

This Plan envisions the NAC as the pivotal organization responsible for the continuing life and success of the Plan. The growth of the NAC into a cohesive planning body, capable of sustaining the interest of the community and sponsoring broad community participation over the coming years, should be a top priority for the committee. Several of the NAC's primary responsibilities during the implementation phase of the project will be to:

- Champion the implementation of Gateway East's Top Ten Priority Actions, seek funding from the City and other funding sources, and ensure project completion;
- Provide input to the City for design and development of public projects;
- Act as an information liaison to the neighborhood on the status of projects in Gateway East;
- Periodically review the action plan and reset priorities based on past accomplishments and existing conditions; and
- Coordinate with neighborhood associations, business associations, and the PAC on appropriate redevelopment projects within Gateway East.

As part of the Plan implementation process, the NAC should adhere to the following guiding principles to help ensure the community's goals and objectives are achieved through the completion of the priority actions.

#### *Build on Strengths*

Gateway East has many identified assets and strengths. Community strengths include dedicated residents, existing infrastructure and facilities, and neighborhood programs and services. The community must continue to support existing programs and projects, and build on these strengths as a step toward implementing priority actions.

#### *Develop a Realistic Timeframe*

Not all of the actions contained in the Gateway East Neighborhood Improvement Plan can (or should) happen immediately. The Top

Ten Priority Actions offer a guide for staging neighborhood improvements.

#### *Identify Roles and Responsibilities*

The dedication, commitment, and accountability provided by a lead organization are key to successful implementation. The strategic action portion of this Neighborhood Improvement Plan identifies lead responsibilities and partnerships. The NAC will continue to work with the responsible organizations to determine action steps and roles.

#### *Establish Measurable Performance Indicators*

In order to determine whether or not an action has been completed, it is necessary to create measures of success. It is important that the community can objectively measure these indicators so that success of neighborhood improvements cannot be left open to interpretation. Easily measured outcomes provide concrete and realistic goals and objectives.

#### *Monitor and Evaluate Ongoing Progress*

A neighborhood improvement plan is not static. Strategic planning is dynamic and can change as projects are completed and the community collectively identifies new directions. Over time, resources, opportunities, and new challenges will present themselves to the community.

NAC planning activities will need to follow a decision-making process which emphasizes balancing short-term and long-term achievements, development of realistic time frames, constant communication with lead agency staffs in determining action steps and responsibilities, and dedication to monitoring and evaluating the progress and success of actions when completed.

Regular updates to the Gateway East Neighborhood Improvement Plan are necessary to ensure continued progress toward achieving the community's vision. Periodic assessments of the Plan help to identify barriers and to determine if mid-course corrections are needed, and to help identify accomplishments. Demonstrated achievements can help to sustain or increase community support for the Plan.

#### IMPLEMENTATION FUNDING PROGRAM

One of the key components of success for the actions identified in the Neighborhood Improvement Plan is the availability of funding. Several sources of funding are available for the Top Ten Priority Actions and other improvement actions identified in this Plan. Some funding for the implementation of these actions is likely to come from the Strong Neighborhoods Initiative funds being invested by the Redevelopment Agency and City in the overall Strong Neighborhoods Initiative. However, implementation of the top ten and other elements of the action plan will require identification and procurement of funds from other sources. The City's Capital Improvement Program (CIP) is an ongoing source for funding other elements of the action program. Another principal federal funding source is Community Development Block Grants (CDBG) funds.

The creation of a new Redevelopment Project Area, which includes all 20 Strong Neighborhoods Initiative areas, will make it possible to issue improvement bonds, as appropriate, for project funding. The lifetime of the redevelopment project area will be twenty years.

#### LEAD AGENCIES AND DEPARTMENTS: ROLES AND RESPONSIBILITIES

The Neighborhood Team consisting of representatives from Code Enforcement, Planning, Neighborhood Services, and the Redevelopment Agency will continue to provide support to the Gateway East community throughout the implementation phase. The Com-



munity Coordinator from the Neighborhood Services Division and/or the Development Officer from the Redevelopment Agency have the lead role in coordinating the implementation efforts and will take the lead in working with the NAC, City departments, and outside agencies to implement the Neighborhood Improvement Plan.

The innovative steps taken by the City of San José in reorganizing City departments and agencies to provide effective response to the Strong Neighborhoods Initiative is noteworthy and will contribute to successful Plan implementation. The process of establishing lead agency responsibilities for various programs is based on traditional agency roles as well as new assignments. Because the Strong Neighborhoods Initiative is new and innovative, agency roles and capabilities will no doubt evolve as staffs and departments gain experience in serving the needs of the program effort. The coming years will be an exciting time for the communities, the members of the various NAC groups, and staff and government officials of the City as new roles and responsibilities are formulated.

The matrix on the previous pages illustrates the lead responsibilities and partners, including City Service Areas (CSAs), who will work together to ensure Plan implementation. City Service Areas integrate services provided in individual departments into the City's six key lines of business: Economic and Neighborhood Development, Environment and Utility Services, Public Safety, Recreation and Cultural Services, and Aviation and Transportation. An additional CSA referred to as Strategic Support, represents the internal functions the other six CSAs need to provide services to the community. These cross-departmental CSAs provide a forum for strategic planning, setting policies, and making investment decisions, which are then carried out through departmental core and operational services.

There are many City departments and agencies that share responsibility for ensuring successful Plan implementation and community

involvement. Following is a list of the main lead agencies and departments, with brief descriptions of their responsibilities.

- The Neighborhood Services Division of the Department of Parks, Recreation and Neighborhood Services (PRNS) is the lead City department responsible for overseeing Plan implementation and will play a role in many of the Top Ten Priority Actions. PRNS will work with the NAC to ensure continued community involvement and communication. The Parks Division of PRNS plans open space/parks/trails, and the Recreation Division operates community facilities and programs.
- The Department of Planning, Building, and Code Enforcement (PBCE) will be responsible for interpreting the Plan, linking Plan elements to new development projects, and delivering Code Enforcement Services.
- The San José Redevelopment Agency (SJRA) will provide funding and will oversee Plan implementation for redevelopment projects. In some areas SJRA will serve as the lead department responsible for overseeing Plan implementation.
- The Department of Transportation (DOT) is an integral part of ensuring implementation of transportation-related improvements. The DOT is responsible for many programs that are included in the Gateway East Neighborhood Improvement Plan, such as sidewalk improvements, street right-of-way improvements, street lights, managing city street trees and landscaping programs.
- The Housing Department is responsible for implementing housing improvement programs and working with Gateway East residents to ensure access to available housing improvement programs and funding. The Housing Department will be working closely with the Gateway East NAC to implement actions in the community.
- The Department of Public Works (DPW) is responsible for planning, design, and construction services for facilities and infrastructure in Gateway East. For many Gateway East actions, the DPW will be working with other City departments, such as DOT or PRNS, to provide upgrades to existing infrastructure, or to construct new facilities to serve the community.

These departments and agencies will work with other City departments, regional agencies, neighborhood associations and community members to ensure the success of neighborhood improvement strategies in Gateway East.

GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Glossary

## GLOSSARY OF ACRONYMS

ADA	Americans with Disabilities Act
ARBA	Alum Rock Business Association
CAP	Community Action and Pride Grant
CDBG	Community Development Block Grant
CIP	Capital Improvement Program
CPC	Community Policing Center
DOT	Department of Transportation
DPW	Department of Public Works
EAND	Economic and Neighborhood Development
EAUS	Environment and Utility Services
ESD	Environmental Services Division
NAC	Neighborhood Advisory Committee
NASCOP	Neighborhood Automated Speed Compliance Program
NBD	Neighborhood Business District
OED	Office of Economic Development
PAC	Project Area Committee
PAL	Police Athletic League
PBCE	Department of Planning, Building and Code Enforcement
PRNS	Department of Parks, Recreation and Neighborhood Services
PSS	Public Safety Services

PTA	Parent Teacher Association
RACS	Recreation and Cultural Services
SJPD	San José Police Department
SJRA	San José Redevelopment Agency
SNI	Strong Neighborhoods Initiative
TDA	Transportation Development Act
TS	Transportation Services
VTA	Valley Transportation Authority

GATEWAY EAST

NEIGHBORHOOD  
IMPROVEMENT PLAN

# Appendices

## Appendix A: Gateway East Traffic Issues and Action Items

	Street	Perceived Community Issues	Action Items
1.	East San Antonio Street	Speeding traffic	<ul style="list-style-type: none"> <li>Provide enforcement</li> <li>Evaluate the need for additional speed limit signs</li> </ul>
2.	Virginia Place, near the mobilehome park	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
3.	Virginia Avenue	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> <li>Evaluate the need for additional speed limit signs</li> </ul>
4.	Basch Avenue	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
5.	Beverly Boulevard	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
6.	Wilshire Boulevard	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
7.	Los Suenos Street	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
8.	34 <sup>th</sup> Street	Speeding traffic and cut-through traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
9.	33 <sup>rd</sup> Street	Speeding traffic and cut-through traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
10.	East San Fernando Street	Cut-through traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
11.	Magellan Avenue	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
12.	Intersection of Beverly Boulevard and Eastgate Avenue	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>

	Street	Perceived Community Issues	Action Items
13.	Intersection of Eastgate Avenue and Alum Rock Avenue	Difficulty making a left-turn onto Alum Rock Avenue	<ul style="list-style-type: none"> <li>Conduct field investigation and determine appropriate actions</li> </ul>
14.	Intersection of Magellan Avenue and Wilshire Boulevard	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
15.	Intersection of Melrose Street and Beverly Boulevard	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
16.	Alum Rock Avenue, between King Road and I-280	Traffic congestion	
17.	Intersection of 34 <sup>th</sup> Street and East San Antonio	Traffic congestion Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
18.	Intersection of 34 <sup>th</sup> Street and Whitton Street	Speeding traffic Traffic congestion	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
19.	King Road, between Alum Rock Avenue and McKee Road	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>
20.	Intersection of Virginia Place and 34 <sup>th</sup> Street	Speeding traffic	<ul style="list-style-type: none"> <li>Collect traffic data and determine appropriate actions</li> </ul>



## APPENDIX B: STREET SECTION AND TRAFFIC ISSUES

No.	Intersection / Street Section and Traffic Issues with Suggested Improvements by NAC Members	Recommended Improvements	Conceptual Cost Estimate
1	<b>E. St. James St &amp; King Rd Wilshire Blvd &amp; King Rd</b> Study intersection improvements for East St. James Street and King Road, and Wilshire Boulevard and King Road to improve pedestrian access across King Road.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Install new traffic signal at Wilshire Blvd.</li> <li>Street improvements to accommodate the new traffic signal.</li> </ul>	\$400,000
2	<b>E. San Fernando St &amp; King Rd</b> Improve the intersection at East San Fernando Street and King Road to improve safety and sight distance.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of Right-of-Way (ROW) may be required.</li> <li>Install new traffic signal at the intersection.</li> <li>Street improvements to accommodate the new traffic signal.</li> </ul>	\$400,000 (excluding ROW cost)
3	<b>Eastgate Ave &amp; King Rd</b> Improve the intersection at Eastgate Road and Alum Rock Avenue; consider installing a median at this intersection to assist traffic turning left onto Alum Rock Avenue, and to prevent U-turns.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Install new traffic signal at the intersection.</li> <li>Street improvements to accommodate the new traffic signal.</li> </ul>	\$500,000
4	<b>King Rd (s/o Alum Rock Ave &amp; King Rd intersection)</b> Install a middle turn lane on King Road, to assist motorists making a left turn into the back parking lot of the Mexican Heritage Plaza.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of ROW may be required.</li> <li>Street improvements to accommodate the new middle turn lane.</li> </ul>	\$500,00 (excluding ROW cost)
5	<b>E. San Antonio St &amp; King Rd</b> Increase the length of the turn pocket at East San Antonio Street and King Road.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of ROW may be required.</li> <li>Street improvements to accommodate the extension of the turn pocket.</li> </ul>	\$200,000 (excluding ROW cost)
6	<b>Virginia Pl &amp; King Rd</b> Install a left turn lane on Virginia Place turning north onto King Road.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of ROW may be required.</li> <li>Street improvements to accommodate the new left turn lane.</li> </ul>	\$300,000 (excluding ROW cost)
7	<b>Hermocilla Wy &amp; King Rd</b> Install a left turn lane on Hermocilla Way, turning north onto King Road.	<ul style="list-style-type: none"> <li>Modification of existing traffic signal.</li> <li>Acquisition of ROW may be required.</li> <li>Street improvements to accommodate the new left turn lane.</li> </ul>	\$300,000 (excluding ROW cost)
8	<b>E. San Antonio St &amp; King Rd</b> Install a left turn signal at the intersection of East San Antonio Street and King Road, turning north onto King Road.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of ROW may be required.</li> <li>Modification of existing traffic signal.</li> <li>Street improvements to accommodate the new left turn lane.</li> </ul>	\$500,000 (excluding ROW cost)
9	<b>E. San Fernando St &amp; King Rd</b> Improve the left turn access turning north onto King Road at the intersection of East San Fernando Street and King Road.	<ul style="list-style-type: none"> <li>Traffic study is required.</li> <li>Acquisition of ROW may be required.</li> <li>Install new traffic signal at the intersection.</li> <li>Street improvements to accommodate the new traffic signal.</li> </ul>	\$500,000 (excluding ROW cost)